



*Hallmark*

QUALITY FURNITURE

MONTGOMERY WARD



AND CO • CHICAGO





AN EXPLANATION OF

# Hallmark Quality Furniture

AND THE "SHIP-DIRECT" PLAN



"Hallmark," says the dictionary, "is any mark of genuineness, good quality . . ." To make certain of this good quality, Wards have made arrangements with a group of the nation's fine furniture manufacturers to ship their furniture *direct* to you. Hallmark Quality Furniture is the same quality as offered by the country's leading furniture and department stores.

"How then," you may ask, "Can Wards offer the same quality furniture at prices so much lower than usual retail prices?" The answer is the economical "Ship-Direct" plan of distribution that enables you to save considerably on a group even after you have paid all freight charges from the factory to your home.

These savings are made possible because Wards take only one small profit with nothing added on for freight handling, or expensive warehouse rentals. In addition, you yourself eliminate expensive handling charges by uncrating the furniture yourself.

And remember—if for any reason at all you should find your furniture unsatisfactory, you may return it and Wards will refund every cent you have paid including all your freight charges. This is Wards 70-year-old policy of "Satisfaction guaranteed or your money back." See Complete Index on Page 69.







# Traditional House

## HALLMARK QUALITY FURNITURE

A heritage of beauty from the past . . . designs for gracious living, well-suited to the modern home. "Traditional House" furniture (shown on Pages 2 to 40) follows the inspiration of the masters of the 18th century—Chippendale, Sheraton, Hepplewhite and the brothers Adam. Charming French Provincial is represented too . . . together with Colonial adaptations of English designs. What makes this furniture even more attractive today is the modern comfort built into it. Double-doweled hardwood frames, welted seams, padded outsides, hand tailoring, are only a few of the details that assure you long-continued satisfaction. Fabrics are shown in Color on Pages 41 and 42. See "How to Order" on Page 70; Free Decorating Service on Page 69. Time Payment Terms and Shipping information in current Price List.

For Prices see current Price List under Page 3.

1. Lamp Table: All Mahogany with inlays of Satinwood around top and on legs; beautiful urn-shaped inlay design on apron. Lustrous rich hand-rubbed finish. Brass metal gallery around top. Top 22 in. diameter. Height 27 in. See current Price List. . . . . 266 HV 73135

2. Sheraton Sofa: Actual reproduction of original Sheraton design . . . adapted with down-and-feather full-length seat cushion, deeply padded innerspring back and base to provide the utmost in modern comfort. Carefully executed in every detail—an impressive piece for the finest living room. Solid Mahogany trim with graceful reeding and fine carved detail. Nail-on-Nail trim. Moss and Cotton filling. Brass-tipped legs with casters. Shown in Grade B-23 Striped Rayon and Cotton. Available with reversible one-piece down-and-feather seat cushion (as shown) . . . or three individual reversible Innerspring cushions. Size: 74 in. long; seat 68 by 23 in. Arm ht. 27 in. Entire ht. 32 in. Prices quoted in current Price List under Page 3. 266 HV 70085—Grade A Fabrics. 266 HV 70086—Grade B Fabrics. 266 HV 70087—Grade C Fabrics. 266 HV 70088—Grade D Fabrics.

3. Sheraton Coffee Table: All Mahogany. Oval shaped with beautiful turned and tapered legs. Handsome Dark Green genuine Leather top, hand-tooled edges with antiqued gold in design. Brass feet and casters. Top 34 by 22 in. Height 17 1/4 in. For Price see current Price List under Page 3. . . . . 266 HV 73137

4. Sheraton-Style Chair: All the character and beauty of an 18th Century original . . . with the added comfort of modern construction. Solid Mahogany. Reversible down-and-feather seat cushion. Also available with reversible innerspring cushion. High comfortable innerspring back. Moss and Cotton filling. Nail-head trim. Shown in Grade D-28 Matelassé Tapestry. Size: Width 28 in.; seat 22 by 21 in. Arm ht. 24 in. Entire height 34 in. See Price List. 266 HV 71144—Grade A Fabrics. 266 HV 71145—Grade B Fabrics. 266 HV 71146—Grade C Fabrics. 266 HV 71147—Grade D Fabrics.

5. Occasional Chair: Graceful, well-proportioned traditional design in Solid Mahogany. Lustrous hand-rubbed finish. Hand-carved Rosettes . . . typical 18th Century detail. Spring seat, padded back. Nail-head trim. Shown in Grade A-5 Diagonal Cord. Size: Width 23 in.; seat 20 by 20 in. Arm ht. 28 in. Entire height 36 in. Prices quoted in current Price List under Page 3. 266 HV 71140—Grade A Fabrics. 266 HV 71141—Grade B Fabrics. 266 HV 71142—Grade C Fabrics. 266 HV 71143—Grade D Fabrics.

6. Table Lamp: Fine hand-finished reproduction of an 18th Century design. Classic urn-shaped Solid Maple Base. Opaque Paper Parchment Shade. Choice of finish: Antiqued Silver color with Aqua shade, Silver trim; or all Ivory with Gold color trim. Ht. 23 in. For Price see current Price List under Page 3. . . . . 266 HV 74043

Plate Glass Mirror (over Sofa on opposite page): Classically simple in design with Adam rope border. Antiqued Gold color metal leaf frame. To be hung upright or horizontally. Overall size 33 by 43 in. Plate Glass size 30 by 40 in. See current Price List. . . . . 266 HV 74727





# Traditional House LIVING ROOMS



Tuxedo Sofa

China Table Lamp

Ladder-Back Chair (See P. 7)

Adam Style Mirror

Barrel Chair



Tuxedo Love Seat



Shield-Back Chair

All the hospitality and charm of gracious Old English styling with the Hallmark Quality comfort features necessary for the modern home. For Ordering, Freight and Time Payment Plan Information see Page 70. Fabrics in actual Colors shown by grade and described on Pages 41 and 42.

Tuxedo Sofa and Love Seat: Flaring arms accent the high-styled backs. Decorative nail-on-nail trim. Solid Mahogany front legs and base all around. Hardwood frame. Innerspring reversible seat cushions. Moss and cotton padding. Sofa shown in Grade D-27 Brocatelle—74 in. long; seat 63½ by 23 in. Ht. 31 in. Arm ht. 31 in. Love Seat shown in Grade D-28 Motelassé Tapestry—53 in. long; seat 40 by 23 in. Ht. 31 in. Arm ht. 31 in. Fabrics listed by grades and shown in Colors on Pages 41 and 42. Also available with Down-and-Feather Cushions at moderate additional charge. For Prices see current Price List under Page 4.

266 HV 70004—Sofa or Love Seat in choice of any Grade A Fabric.

266 HV 70005—Sofa or Love Seat in choice of any Grade B Fabric.

266 HV 70006—Sofa or Love Seat in choice of any Grade C Fabric.

266 HV 70007—Sofa or Love Seat in choice of any Grade D Fabric.

China Table Lamp: Made of famous Lenox China. Large 15-inch Rayon shade. Ht. 27 in. Choice of all Ivory or Ivory shade with Ivory and Gray base. See Price List.....266 HV 74068

Adam Style Plate Glass Mirror (above fireplace): Heavy frame in Antiqued gold color metal leaf finish. Urn and drape motif at top. Overall size 16½ by 41½ in. See Price List.....266 HV 74724

Barrel Chair: Large size for perfect lounging comfort. Individually filled channels in back. Same construction as Sofa and Love Seat. Shown in Grade A-5 Diagonal Cord. Width 32 in.; seat 21 by 21 in. Ht. 38½ in. Arm ht. 24½ in. See current Price List under Page 4 for all prices.

266 HV 71012—In any Grade A Fabric

266 HV 71013—In any Grade B Fabric

266 HV 71014—In any Grade C Fabric

266 HV 71015—In any Grade D Fabric

Shield-Back Chair: Solid Mahogany with hardwood frame, back legs. Spring seat, padded form-fit back. Moss filling. Brass nail-head trim. Shown in Grade A-1 Textured Stripe. Width 23 in.; seat 19 by 20 in. Height 35 in. Prices quoted in current Price List under Page 4.

266 HV 71008—In Choice of any Grade A Fabric; 266 HV 71009—In Choice of any Grade B Fabric.

Cocktail Table: see Page 20....266 HV 73093; Lamp-Flower Table: see Page 18....266 HV 73059

Book Drum Table: see Page 21....266 HV 73070. Accessories described in Price List under Page 4.





Bookcase



Martha Washington Pull-Up Chair

Bookcase: Lovely 18th Century Regency design in all Mahogany. Use in Living Room, Den or Hallway . . . especially effective used as pairs flanking a window or doorway. Brass finished grill door in lower section. Size: 22 by 12 in. Ht. 69 in. Price quoted in current Price List under Page 5. . . . .266 HV 73066

Martha Washington Pull-Up Chair (shown in Grade D-18 Colorfast Velour): Handsome nail-to-nail trim. High, comfortable shaped back. Solid Mahogany front legs and arms; hardwood frame. Spring-filled seat. Moss and cotton padding. Entire height 41 in. 21 by 23-in. seat. Fabrics and Colors on Pages 41 and 42. Prices quoted in current Price List under Page 5.

266 HV 71079—In Grade D-18 Colorfast Velour only.

266 HV 71076—Grade A Fabrics; 266 HV 71077—Grade B Fabrics

Fluted Pedestal (shown below): Nice for your favorite Ivy or Plants. Constructed of extra strong Plaster, sturdily reinforced with metal. Washable White finish—clean with a damp cloth. 8 in. in diameter. Ht. 40 1/4 in. See current Price List under Page 5. . . . .266 HV 73129

Urn Vase (shown on pedestal): White Plaster to match pedestal. 6 1/2-in. diameter base. Ht. 14 1/8 in. See Price List. . . . .266 HV 73136

For Time Payment Plan and Ordering Information see Page 70.



Ladies' Lounge Chair

Fluted Pedestal and Urn Vase (Described Above)

Adam Sofa

Ladies' Lounge Chair: Ideal used in pairs in a bay window or in front of fireplace. Combines perfect posture back with comfortable seat depth. Solid Mahogany front legs; hardwood frame. Reversible innerspring seat cushion and padded, bow-shaped back. (Also available with Down-and-Feather seat cushion at additional charge.) Shown in Grade D-18 Colorfast Velour. Width 30 in.; seat 20 by 20 in. Ht. 32 in. Arm ht. 23 in. Fabrics listed by grades and Colors on Pages 41 and 42. Prices quoted in current Price List under Page 5.

266 HV 71101—Grade A Fabrics; 266 HV 71102—Grade B Fabrics 266 HV 71103—Grade C Fabrics; 266 HV 71104—Grade D Fabrics Round Cocktail Table: See Page 17. . . . .266 HV 73112

Tole Lamp: See Page 67. . . . .266 HV 74025

Adam Sofa: All Solid Mahogany front legs and trim; hardwood frame. Authentic details include cut-back arms, tapered legs, close nail-head trim. Shown in Grade B-7 Decorator Stripe. Large seat has innerspring reversible seat cushions, stylish high

padded innerspring back. Size: 77 in. long; seat 69 by 22 in. Ht. 33 in. Arm ht. 27 in. (Also available with Down-and-Feather Seat Cushions at additional charge.) Prices and Ordering Information quoted in current Price List under Page 5. Fabrics and Colors on Pages 41 and 42.

266 HV 70000—Grade A Fabrics; 266 HV 70001—Grade B Fabrics 266 HV 70002—Grade C Fabrics; 266 HV 70003—Grade D Fabrics Comfortable English Lounge Chair: Loose pillow-back cushion (50% Down, 50% Feathers). Reversible innerspring seat cushion . . . also available with Down-and-Feather seat cushion at additional charge. Buoyant spring edge. Hair and felted cotton padding. Hardwood frame. Ball bearing casters. Shown in Grade A-5 Diagonal Cord. Hand tailored. Width 29 1/2 in., seat 21 1/2 by 22 in. Ht. 30 in. Arm ht. 21 in. Fabrics and Colors on Pages 41 and 42. Prices quoted in current Price List under Page 5.

266 HV 71000—Grade A Fabrics; 266 HV 71001—Grade E Leather Sheraton Cocktail Table: See Page 17. . . . .266 HV 73096



English Lounge Chair

Wards Page Five



Pull-up Chair: Ideal for card table group or as occasional chair in Living Room. Solid Mahogany front legs; hardwood frame. Spring seat. Moss filling. Shown in Grade A-3 Artificial Leather. Width 24 in.; seat 18½ by 19 in. Ht. 31 in. Fabrics shown in actual Colors on Pages 41 and 42. For Prices see current Price List under Page 6.

266 HV 71016—Grade A Fabrics.  
266 HV 71017—Grade B Fabrics.  
266 HV 71018—Grade C Fabrics.  
266 HV 71019—Grade D Fabrics.  
266 HV 71010—Grade E: Top Grain Leather.



Pull-up Chair



Lounge Chair

Chinese Chippendale Sofa

White Plaster Sconces. See Pages 15, 61 for Wing Chair



Chippendale Love Seat

Chippendale Love Seat: Solid Mahogany front legs, stretchers and graceful Chinese brackets. Innerspring back. Reversible Innerspring seat cushions . . . small charge for extra comfort of Down-and-Feather seat cushions. Hardwood frame. Shown in Grade B-7 Decorator Stripe. Hand-Tailored. Size: Length 63 in.; seat 45 by 22 in. Arm ht. 28 in. Ent. ht. 36 in. Fabrics in Color on Pages 41, 42.

For Prices see current Price List under Page 6.

266 HV 70024—Grade A Fabrics. 266 HV 70025—Grade B Fabrics.  
266 HV 70026—Grade C Fabrics. 266 HV 70027—Grade D Fabrics.

CHINESE Chippendale . . . traditional in style . . . modern in comfort. Interesting period details include gracefully shaped backs, serpentine Sofa front and sturdy straight legs. Also available with luxurious Down-and-Feather seat cushions at small additional charge. Convenient Time Payment Plan and "How to Order" information on Page 70. Fabrics in Color on Pages 41 and 42.

Prices quoted in current Price List under Page 6.

Lounge Chair: Same fine construction as Sofa. T-shaped Innerspring seat cushion. Loose pillow innerspring back cushion padded with Down and Feathers for extra comfort. Shown in Grade A-5 Diagonal Cord. Size: Width 30 in.; seat 21 by 23 in. Arm height 22 in. Entire height 33 in.

266 HV 71020—In any Grade A Fabric.  
266 HV 71021—In any Grade B Fabric.  
266 HV 71022—In any Grade C Fabric.  
266 HV 71023—In any Grade D Fabric.

Chinese Chippendale Sofa: Comfortable in individual cushion innerspring backs and seats. Spring edge seat. Solid Mahogany front legs and stretchers. Hardwood frame. Fine hand tailoring. Shown in Grade C-17 Brocade Tapestry. Size: Length 81 in.; seat 65 by 22 in. Arm height 30 in. Entire height 35 in.

266 HV 70020—In any Grade A Fabric.  
266 HV 70021—In any Grade B Fabric.  
266 HV 70022—In any Grade C Fabric.  
266 HV 70023—In any Grade D Fabric.

White Plaster Sconce (above Sofa): Metal holder for flowers or plants. Overall size: 13½ by 11½ in. About 5½ in. deep. Prices quoted in current Price List under Page 6. . . . 266 HV 73130  
Butler's Tray Coffee Table: See Pg. 20. 266 HV 73064 Tier Table: See Page 18. 266 HV 73075





Fireside Wing Chair

Desk

Wall Rack

Ladder-Back Chair

**Fireside Wing Chair:** Luxuriously styled. Tailored high wings. Shaped arms. Solid Mahogany legs; hardwood frame. Reversible spring-filled seat cushion, 21 by 21 in. Width 31 in. Arm ht. 24 in. Entire ht. 41 in. Shown in Grade B-22 Printed Gabardine. Down-and-Feather seat cushion for small additional charge. Fabrics shown in color on Pages 41, 42. Prices in current Price List under Page 7.  
266 HV 71056—In any Grade A Fabric.  
266 HV 71057—In any Grade B Fabric.  
266 HV 71058—In any Grade C Fabric.  
266 HV 71059—In any Grade D Fabric.

**Desk:** All select Mahogany and Mahogany Veneers . . . as exquisitely designed as a rare antique. 5-ply Mahogany Veneer top, front, paneled sides and back. Rest Solid Mahogany. Beautiful "Swirl" figure on drawer fronts. Hand-tooled genuine Leather top in three inset panels. Reeded rounded corner posts. Lustrous hand-rubbed finish. Drawer pulls of Brass finished metal reproduce late 18th Century design. Extra large size: Top 50 by 26 in. Ht. 30 in. Side drawers 9 1/4 in. wide, one double-deep for files. 10-in. wide Mahogany pull-out desk slides on each side. Drawers dovetailed for strength; center guides. Oak drawer interiors. Price in current Price List . . . . . 266 HV 73124

**Wall Rack:** Solid Honduras Mahogany. Shelves grooved for plates. Size: 30 by 6 in. Ht. 26 in. See Price List. 266 HV 73088

**Ladder-Back Chair:** Favorite Chippendale design. Solid Mahogany; back legs hardwood. Web sag seat. Shown in Grade A-3 Artificial Leather. Size: Seat 19 1/2 by 21 in. Width 25 in. Ht. 37 in. Fabrics shown in color on Pages 41-42. Prices in current Price List under Page 7.  
266 HV 71028—Grade A Fabrics.  
266 HV 71029—Grade B Fabrics.  
266 HV 71030—Grade C Fabrics.  
266 HV 71031—Grade D Fabrics.

**Desk Lamp:** See Price List . . . 266 HV 74084

**Words Time Payment Plan and Ordering Information on Page 70. Accessories described in current Price List under Page 7.**

# THE GLORY THAT IS Chippendale



English Chippendale Sofa

**English Chippendale Sofa:** Styled like a true original. Note the harmoniously carved Solid Mahogany on roll-out arms and claw-and-ball legs. Decorative Brass nail trim. Comfortable spring edge base. Innerspring back, reversible Innerspring seat cushions. Moss and Cotton filling. Hardwood frame. Shown in Grade B-12 Patterned Damask. Size: Length 82 in.; seat 64 by 22 in. Arm ht. 27 in. Entire ht. 36 in. Down-and-Feather seat cushions for small additional charge. Convenient Time Payment Terms and Ordering Information in current Price List. Fabrics shown in Color on Pages 41 and 42.

For Prices see current Price List under Page 7.

266 HV 70028—In any Grade A Fabric; 266 HV 70029—In any Grade B Fabric.  
266 HV 70030—In any Grade C Fabric; 266 HV 70031—In any Grade D Fabric.



Governor Winthrop Secretary

**Governor Winthrop Secretary:** 18th Century Colonial design in all Mahogany. Large writing surface makes this a highly practical piece of furniture. Typical period details include graceful serpentine front, claw-and-ball feet and Brass color metal drawer pulls. 2 shelves. 4 large drawers with locks, 4 inside desk drawers, cupboard—2 secret compartments. Doors of window-clear glass. Size: 19 1/2 by 35 3/4 in. Height 82 3/4 in. Prices in current Price List under Page 7 . . . . . 266 HV 73082  
Desk Base Only. No bookcase section . . . . . 266 HV 73127  
Lamp on Secretary: See Page 67 . . . . . 266 HV 74088





Lounge Chair

Regency Styled Mirror

Duncan Phyfe Sofa



*R*EGENCY styling . . . plus comfort of modern construction. Add even more comfort by ordering Down-and-Feather seat cushions . . . at moderate additional charge. Fabrics listed by Grades and shown in Color on Pages 41 and 42. Time Payment Terms and Freight Rates in back of current Price List. "How-to-Order" explained on Page 70. Free Decorating Service explained on Page 69.

Lounge Chair: Large size for luxurious lounging comfort. Same quality construction as Sofa described at right. Shown in Grade A-4 Multi-Color Cretonne (pleated flounce all around in Cretonne and B-22 Printed Gabardine fabrics only). Size: 30 in. wide, seat 21 by 22 in. Arms 23 in. high from floor. Ht. 32 in. For Prices, see current Price List under Page 8.

266 HV 71032—Choice of any Grade A Fabric.  
266 HV 71033—Choice of any Grade B Fabric.  
266 HV 71034—Choice of any Grade C Fabric.  
266 HV 71035—Choice of any Grade D Fabric.

Regency Styled Mirror: Plate glass. 25½ by 38 in. Heavy frame in Dull Black enamel or Pickled Pine (Putty color) finishes, both with Gold Color, metal leaf trim. 266 HV 74715

Duncan Phyfe Sofa: Beautiful detail of Solid Mahogany trim all around and Solid Mahogany Brass-tipped front legs. Hardwood frame. Reversible Innerspring seat cushions on buoyant spring edge base. Spring filled back. Moss and cotton padding. Length 78 in.; seat 64 by 22 in.; Ht. 33 in. Arms 28 in. high from floor. Shown in Grade C-16 Satin Stripe. For prices, see Price List Pg. 8.

266 HV 70032—Choice of any Grade A Fabric.  
266 HV 70033—Choice of any Grade B Fabric.  
266 HV 70034—Choice of any Grade C Fabric.  
266 HV 70035—Choice of any Grade D Fabric.

Lamps (on Tables): see Page 66. . . . . 266 HV 74029  
Chair-side Tables: Fully described on Page 21. 266 HV 73056  
Regency Cocktail Table: See Page 17. . . . . 266 HV 73057





Wall Rack

Wall Rack: Beautiful solid Mahogany. Use in living room, bedroom or dining room. Handy drawer has Brass finished metal pulls. Shelves grooved for plates.  $8\frac{1}{8}$  in. between shelves. 7 by 17 in. wide. Height 26 in. . . . . 266 HV 73076  
For Prices and Decorative Accessories see Price List under Page 9.



Console Table

Cane-Back Chair

Duncan Phyle Love Seat

Mirror

# FOR THE *Regency* HOUSE

Time Payment Terms and Freight Rates in back of current Price List. "How-to-Order" explained on Page 70.  
For prices, see current Price List under Page 9.

Console Table: Ideal as Card Table or Buffet . . . makes attractive hall setting. All Mahogany with beautifully Veneered top. Reeded legs. Top closed 32 by 15 in.; 32 by 30 in. open. Height 30 in. For price, see current Price List under Page 9. . . . . 266 HV 73113

Cane-Back Occasional Chair: All Mahogany—bamboo turnings on front legs and arms. Nail-to-nail trim. Spring seat. Shown in Grade A-3 Artificial Leather. Width 23 in.; seat 21 by 19 in. Ht. 34 in. Fabrics listed by Grades and shown in Color on Pages 41 and 42. See current Price List.

266 HV 71125—Grade A Fabrics.

266 HV 71126—Grade B Fabrics.

Duncan Phyle Love Seat: Same fine construction as Sofa on opposite page. 64 in. long; seat 47 by 22 in.; 33 in. high. Arms 28 in. high from floor. Shown in Grade A-2 Damask. Also available with Down-and-Feather Seat Cushions at moderate extra charge. Fabrics listed by Grades and shown in Color on Pages 41 and 42.

266 HV 70036—Choice of any Grade A Fabric.

266 HV 70037—Choice of any Grade B Fabric.

266 HV 70038—Choice of any Grade C Fabric.

266 HV 70039—Choice of any Grade D Fabric.

Mirror: Gold color metal leaf frame. 25 by 29 in. overall. Plate Glass. See Price List. . . . . 266 HV 74721

Breakfront Secretary: All Mahogany with beautifully figured veneers on front; 3 large drawers; felt-lined, partitioned drawer for silver in each side compartment. 8 small drawers and one door inside desk. Glass doors with Mahogany grills. Two top shelves grooved for plates. Brass finished metal pulls. Locks on all doors. Size: Width 51 in.; depth 14 in. Height 80 in. For price, see current Price List under Page 9. . . . . 266 HV 73121

End Tables: See Page 19. . . . . 266 HV 73058

Table Lamps: See Page 66. . . . . 266 HV 74078



Breakfront Secretary





Fern Table

Sofa

Coffee Table

Wing Chair

End Table



Shown also on mantel above

CHARMING and practical French Provincial—comfortable, useful, picturesque—reproduced here in the same sturdy woods as used in the originals . . . Maple and Beech, hand-rubbed and finished true French Provincial Brown. Its simplicity of line and decoration permit its use with 18th Century and American Colonial pieces. All upholstered pieces have web coil spring under-construction. Soft resilient Moss and Cotton padding. Welted seams and fine hand tailoring. Sturdy, graceful stretchers. Shaped legs. Brass nail-on-nail trim. You can buy all Hallmark Quality Furniture on Wards regular Time Payment Terms; see back of Price List for complete explanation. For "How to Order" and Shipping Information see Page 70. Every piece on these two pages available in any true-style French Provincial Fabric shown in full color on Page 42.

For Prices see current Price List under Page 10.

Sofa: Authentic styling . . . note the individual wood-framed back panels . . . the all-over wood trim. Attractive bowed front and arms add greater seat size. Reversible spring-filled seat cushions. Width 68 in.; seat 66 by 21 in. Ht. 33 in. Ht. of arms 24 in. Shown in FP-38 Provincial Tweed . . . 266 HV 70084

Wing Chair: High padded back and wings, for comfort. Shaped wood hand-rests protect fabric. Reversible spring-filled seat cushion. Width 28 in.; seat inside 21 by 24 in. Ht. 41 in. Arm ht. 23 in. Shown in FP-41 Quilted Print . . . 266 HV 71096

Tables: Note the 3-sided gallery on Coffee Table . . . direct copy from original. Maple and Beech woods, hand-rubbed French Provincial Brown finish.

End Table: Top 16½ by 12 in. Height 20 in. . . . 266 HV 73101

Coffee Table: Top 18 by 27½ in. Height 20 in. . . . 266 HV 73100

Fern Table described on opposite page . . . 266 HV 73103

Tole Table Lamp described on Page 66 . . . 266 HV 74022

Accessories described in current Price List under Page 10.





Desk

Desk Chair

For Prices see current Price List under Page 11. Time Payment Terms and Freight Rates in back of current Price List.

Desk: Maple and Beechwood give strength to graceful design. Shaped open front and cut-away apron for comfortable writing. Three-sided gallery—as on Coffee Table on opposite page. Top 45 by 21½ in. Height 30 in. Letter-width (8¼-in.) side drawers. Brass drawer pulls. Finished French Provincial Brown. See current Price List.....266 HV 73102  
 Desk Chair: Button-tufted seat attached to spring base. Construction details on opposite page. Shown in FP-39 Quilted Chintz. Available in any French Provincial Fabric—see Page 42. Size: Width 23 in.; seat 19 by 21 in. Height 34 in. See current Price List.....266 HV 71044

Open-Arm Chair: Same construction as Love Seat below. Size: 25 in. wide; seat 19 by 21 in. Ht. 34 in. Arm ht. 24½ in. Shown in FP-36 Printed Cretonne. Available in any French Provincial fabric on Page 42.  
 See current Price List....266 HV 71040



Open-Arm Chair

## THE STURDY GRACE OF

# French Provincial

For Prices see current Price List under Page 11. (For "How to Order" see Page 70.)

Upholstered pieces available in any French Provincial Fabric shown on Page 42. Terms in Price List.

Fern Table: Highly decorative for lamp and ferns or flowers. 1 Drawer. 2 Copper flower pots. Maple and Beech woods finished true French Provincial Brown. Top 16 by 22½ inches. Height 27 inches. Time Payment Terms and Price in current Price List.266 HV 73103

Love Seat: Reversible button-tufted Kapok-filled seat cushions. Padded arm rests. Read other construction details on opposite page. Shown in FP-37 Toile de Jouy. Size: Width 44 in.; seat 41 by 19 in. Height 35 in. Arm ht. 24½ in. See Price List.....266 HV 70040  
 Tole Table Lamp: All metal. Indirect light from reflector. Takes 30-70-100-watt bulb (not included). Height 19 in. In typical Tole tones of Red, Eggshell, Green, Blue, Yellow. See Price List.....266 HV 74023  
 Lounge Chair: Reversible spring-filled seat cushion with shaped front. Full padded sides and arm rests. Other construction details on opposite page. Shown in FP-40 Provincial Plaid. Size: Width 24 in.; seat 21 by 21 in. Height 40 in. Arm ht. 25 in. See Price List.....266 HV 71048



Fern Table

Love Seat

Tole Table Lamp

Fern Table

Lounge Chair







Lounge Chair

Regency Cocktail Table

English Lounge Sofa

Oblong End Table

Lamp

For Prices see current Price List under Page 12.

Ordering, Freight, and Time Payment Information on Page 70.

Lounge Chair: Man-sized with tufted form-fitting back, high enough to rest your head comfortably. Resilient, individual coil springs for real comfort. Moss and cotton padding. For greatest comfort, order Down-and-Feather cushion at moderate additional charge. Reversible innerspring seat cushion for extra wear. Hand-crafted for long life, Solid Mahogany legs; hardwood frame. Shown in D-18 Colorfast Velour. 34 in. wide; seat 22 by 22-in. Height 35 in. Arm ht. 22 in. For Prices see current Price List under Page 12.

266 HV 71105—In any Grade A Fabric.

266 HV 71106—In any Grade B Fabric.

266 HV 71107—In any Grade C Fabric.

266 HV 71108—In any Grade D Fabric.

English Lounge Sofa: Long famous as the most comfortable type of Sofa. Now improved in styling and comfort with shaped arms and three individual innerspring cushion units in back and seat; moss and cotton padding. 68 by 23½-in. seat. Ht. 33 in. 78-in. overall length. Arms 21½ in. high from floor. Sofa is shown in C-21 Chevron Tapestry. Hardwood frame; sturdy close-to-the-floor base treatment with brass casters. Luxurious comfort of Down-and-Feather filled cushions at moderate additional charge. Fabrics shown by Grade and in Color on Pages 41 and 42. See Price List.

266 HV 70093—In any Grade A Fabric.

266 HV 70094—In any Grade B Fabric.

266 HV 70095—In any Grade C Fabric.

266 HV 70096—In any Grade D Fabric.

266 HV 70097—In Grade E-29 Top Grain Leather. (Cushions one side Leather only.)

Regency Cocktail Table: See Page 20.....266 HV 73093

Oblong End Table: See Page 19.....266 HV 73063

Lamps described on Page 66.....266 HV 74027

Lawson Love Seat (at left): Shown in Grade A-4 Multi-colored Cretonne with Flounce all around (Flounce in Grade A-4 Cretonne and B-22 Printed Gabardine only). Construction same as Lawson Sofa, opposite page. Length 54 in.; seat 42 by 22 in. Height 33 in. Arms 24 in. high from floor. Extra comfortable Down-and-Feather seat cushions at moderate additional charge. See current Price List.

266 HV 70048—In any Grade A Fabric.

266 HV 70049—In any Grade B Fabric.

266 HV 70050—In any Grade C Fabric.

266 HV 70051—In any Grade D Fabric.

266 HV 70089—In Grade E Top Grain Leather (cushions one side Leather only). Accessories fully described in current Price List under Page 12.



Lawson Love Seat



# IN THE English TRADITION

18th Century Bookcases: Mahogany Veneered sides; top and drawer front. Shelves and inside of sides are hardwood, finished Mahogany. Reeded pilasters, bowed front add charm. All three sizes are 42 in. high. See current Price List under Page 13.  
266 HV 73115—24-in. width; 266 HV 73116—30-in. width; 266 HV 73117—36-in. width.  
Foyer Chair: Use in Living Room, Dining Room or Hallway with equal success. Hand-tailored. Comfortable spring seat on webbed base. Moss filled padded back. Shown in B-23 Striped Rayon and Cotton. Solid Mahogany front legs; hardwood frame. Ht. 39 in. 23x18-in. seat. See current Price List under Page 13.  
266 HV 71109—In any Grade A Fabric. 266 HV 71110—In any Grade B Fabric.  
266 HV 71111—In any Grade C Fabric. 266 HV 71112—In any Grade D Fabric.

(See Room Scene for Listings below.)

Oval Coffee Table: Described on Page 17.....266 HV 73118  
Lamp Table: Described on Page 19.....266 HV 73065  
Lamps: For full description see Page 66.....266 HV 74085



18th Century Bookcase

Foyer Chair



Host Chair

Lawson Sofa

Wall Rack

Pad-Back Chair



Tufted-Back Chair

For Prices see current Price List under Page 13. Fabrics shown in color on Pages 41, 42.  
266 HV 71066—"C" Fabrics; 266 HV 71067—"D" Fabrics; 266 HV 71100—In Grade E Top Grain Leather.  
Wall Rack: Solid Mahogany. Ht. 30 in. 13x4 1/2 in. deep. With Plate Glass mirror back.....266 HV 73119 Above Wall Rack; open back (no mirror). 266 HV 73126  
Pad-Back Chair: Moss-filled back. Reversible T-shaped innerspring seat cushion. Shown in Grade C-25 Mohair Boucle Frieze. Width 29 in.; seat 21x23 in.; ht. 34 in. 266 HV 70052—"A" Fabrics; 266 HV 70053—"B" Fabrics; 266 HV 70054—"C" Fabrics; 266 HV 70055—"D" Fabrics; 266 HV 70090—In Grade E Top Grain Leather.  
Tufted-Back Chair: High back tilted to most comfortable angle. Moss and Cotton filled back and arms; reversible innerspring seat cushion. Arm height 23 in. Width 33 in.; seat 21 by 21 in. Height 38 in. Shown in Grade C-15 Small Figured Brocatelle.  
266 HV 71113—"A" Fabrics; 266 HV 71114—"B" Fabrics. 266 HV 71115—"C" Fabrics; 266 HV 71116—"D" Fabrics.

Host Chair: For Living Room and Dining Room as well. Moss and Cotton filled padded back, double cone spring seats. Shown in Grade A-4 Multi-Color Cretonne. Seat 21 by 21 in. Height 41 in. Fabrics in color; Page 41. 266 HV 71004—"A" Fabrics; 266 HV 71005—"B" Fabrics.

Lawson Sofa: Individual cushion unit back gives lounge chair comfort. Reversible innerspring seat cushions with resilient Moss and Cotton padding; buoyant spring edge seats. Brass tips and casters on legs. Shown in Grade A-1 Textured stripe. Length 76 in.; seat 66 by 23 in. Height 34 in. Height of arms from floor 24 in. 266 HV 71064—"A" Fabrics; 266 HV 71065—"B" Fabrics;

266 HV 71066—"C" Fabrics; 266 HV 71067—"D" Fabrics; 266 HV 71100—In Grade E Top Grain Leather.  
Wall Rack: Solid Mahogany. Ht. 30 in. 13x4 1/2 in. deep. With Plate Glass mirror back.....266 HV 73119 Above Wall Rack; open back (no mirror). 266 HV 73126  
Pad-Back Chair: Moss-filled back. Reversible T-shaped innerspring seat cushion. Shown in Grade C-25 Mohair Boucle Frieze. Width 29 in.; seat 21x23 in.; ht. 34 in. 266 HV 70052—"A" Fabrics; 266 HV 70053—"B" Fabrics; 266 HV 70054—"C" Fabrics; 266 HV 70055—"D" Fabrics; 266 HV 70090—In Grade E Top Grain Leather.  
Tufted-Back Chair: High back tilted to most comfortable angle. Moss and Cotton filled back and arms; reversible innerspring seat cushion. Arm height 23 in. Width 33 in.; seat 21 by 21 in. Height 38 in. Shown in Grade C-15 Small Figured Brocatelle.  
266 HV 71113—"A" Fabrics; 266 HV 71114—"B" Fabrics. 266 HV 71115—"C" Fabrics; 266 HV 71116—"D" Fabrics.





Lawson Sofa

# English COMFORT

Lawson Sofa: Built for utmost modern comfort. Individual spring-filled back cushions, each a separate back-rest. Deep innerspring reversible seat cushions. Resilient Moss and Cotton padding. Full length welted arms. Gracefully tapered Solid Mahogany front legs; hardwood frame. Shown in Grade B-22 Printed Gabardine. Length 73 in.; seat 64 by 21 in. Height 32 in. Arm height 22½ in. Fabrics listed by grades and shown in Color on Pages 41 and 42. Down-and-Feather seat cushions may be had for moderate extra charge. (Pleated Flounce all around in A-4 Multi-Color Cretonne and B-22 Printed Gabardine only.) For Price, see current Price List under Page 14.

266 HV 70056—Grade A Fabrics. 266 HV 70057—Grade B Fabrics.  
266 HV 70058—Grade C Fabrics. 266 HV 70059—Grade D Fabrics.



Chippendale Guest Chair

Secretary

Tole Lamp

Fan-Back Chair



Desk Section  
of Secretary

For Prices, see current Price List under Page 14.

Wards Staff of Interior Decorators will advise you how to decorate your home—free of charge. See Page 69 for information on this professional service. For convenient Time Payment Terms and Freight Rates see back of current Price List. "How to Order" on Page 70.

Chippendale Guest Chair: Flared roll arms at just correct height for comfort. Solid Mahogany front legs; hardwood frame. Nail-on-nail trim. Comfortable spring seat. Moss and Cotton padding. Shown in Grade B-23 Striped Rayon and Cotton. Width 30 in.; seat 20 by 20 in. Arm ht. 27 in. Ht. 39 in. Fabrics and Colors shown on Pages 41 and 42.

266 HV 71072—Grade A Fabrics; 266 HV 71073—Grade B Fabrics.  
266 HV 71074—Grade C Fabrics; 266 HV 71075—Grade D Fabrics.  
266 HV 70011—Grade E-29 Top Grain Leather.

Secretary: Sheraton Style. Mahogany and Mahogany Veneer fronts, sides and door frames; rest gumwood finished Mahogany. Beautiful swirl Mahogany Veneers on drop-lid and drawer fronts,

lovely Satinwood trim. Two grooved shelves behind glass doors. Locks on doors and desk. 4 drawers. Fine Brass finished metal drawer pulls. 36 in. wide, 17 in. deep, 81½ in. high. 266 HV 73120

Desk Section Only. Height 41½ in. . . . . 266 HV 73128

Fan-Back Chair: Built especially wide for greater shoulder comfort. Mahogany front legs and trim extending along front; hardwood frame. Spring-filled reversible seat cushion. Moss and Cotton padding. Buttoned back assures lasting shape. Shown in Grade D-28 Matelassé Tapestry. Size: Overall width 35 in.; seat 21 by 21 in. Ht. 41 in. Ht. of arms 24 in. Down-and-Feather seat cushion at moderate extra charge . . . gives the utmost in comfort. Fabrics and Colors on Pages 41, 42.

266 HV 71117—Grade A Fabrics; 266 HV 71118—Grade B Fabrics.  
266 HV 71119—Grade C Fabrics; 266 HV 71120—Grade D Fabrics.

Tole Lamp (shown on Secretary): See Page 67. . . . 266 HV 74025

Accessories fully described in current Price List under Page 14.





End Table

Table Lamp

English Lounge Sofa

Hunt Coffee Table

Mirror Screen

Lounge Chair

For Prices, see current Price List under Page 15.

English Lounge Sofa: Attached moss-filled padded back over springs. Soft arm upholstery. Reversible spring-filled seat cushions. Solid Mahogany front legs; hardwood frame. Full 80 in. long; seat 66 by 24 in.; ht. 32 in. Arm ht. 20 in. Shown in Grade C-17 Brocade Tapestry.

Lounge Chair: Has same quality features as Sofa. Size: 32 in. wide; seat 20 by 23 in. Height 32 in. Arm height 20 in. Shown in Grade C-21 Chevron Tapestry.

If ordered in Leather, cushions in leather on one side only. Both pieces available with Down-and-Feather Seat Cushions at moderate extra charge. Fabrics shown in Color and listed by grades on Pages 41, 42. Time Payment Terms and Freight Rates in back of current Price List.

266 HV 70060—Sofa or Lounge Chair in choice of any Grade A Fabric.

266 HV 70061—Sofa or Lounge Chair in choice of any Grade B Fabric.

266 HV 70062—Sofa or Lounge Chair in choice of any Grade C Fabric.

266 HV 70063—Sofa or Lounge Chair in choice of any Grade D Fabric.

266 HV 70091—Sofa or Lounge Chair in Grade E Top Grain Leather.

3-Fold Mirror Screen: Will make room seem larger. May also be used in bedroom or dining room. 60 individual pieces of beveled, double-strength window glass mirror attached to strong frame with Black Artificial Leather Back. (Double-strength window glass is more desirable than Plate Glass for this type screen.) Panels 16 in. wide; overall width 48 in. Ht. 68 1/4 in. .... 266 HV 73099

End Table: See Page 19. .... 266 HV 73063

Table Lamp: See Page 56. .... 266 HV 74029

Hunt Coffee Table: See Page 20. .... 266 HV 73069.

Accessories described in current Price List.



Wing Chair

For Prices, see current Price List under Page 15.

Wing Chair: Chinese Chippendale style to harmonize with your 18th Century furnishings. High back gives luxurious comfort. Solid Mahogany front legs and stretchers. Hardwood frame. Reversible spring seat, 21 by 22 in. Width 31 in. Arm ht. 23 1/2 in. Height 41 in. Moss filling. Also available with Down-and-Feather seat cushion at moderate extra charge. Shown in Grade C-26 Multi-Color Tapestry. Fabrics listed by grades and shown in actual Colors on Pages 41 and 42. Available with Flounce all around in A-4 Multi-Color Cretone and B-22 Printed Gabardine only.

266 HV 71024—Grade A Fabrics

266 HV 71025—Grade B Fabrics

266 HV 71026—Grade C Fabrics

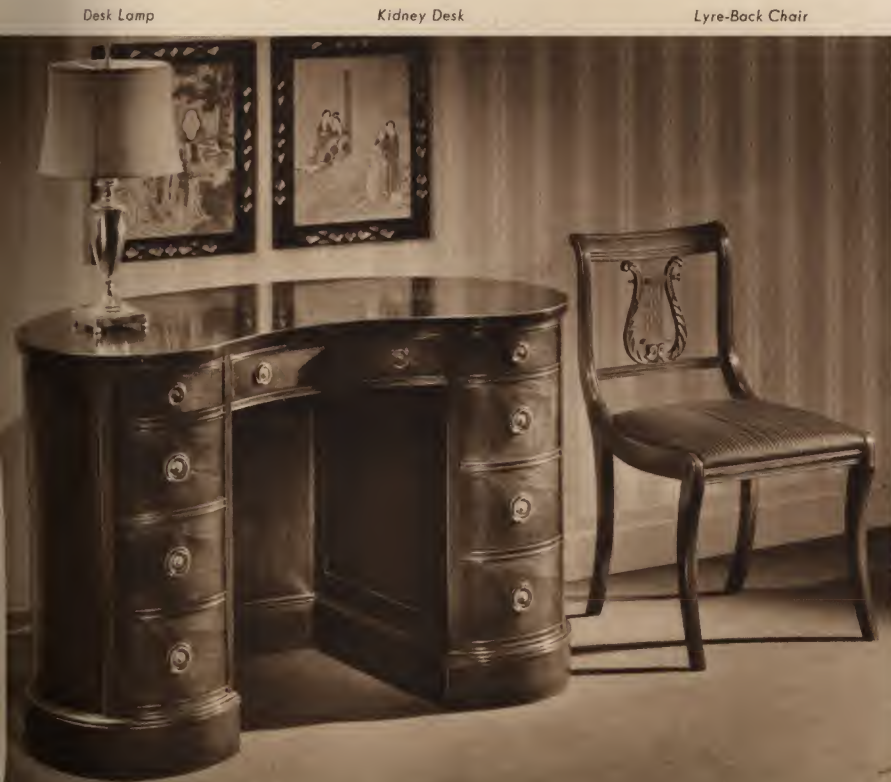
266 HV 71027—Grade D Fabrics

Kidney Desk: Sheraton is credited with originating this popular style. Solid Mahogany and Mahogany Veneer top, drawer fronts and sides all around. Rest Hardwood finished Mahogany. Drawers letter-width; one file drawer. Brass color metal drawer pulls. Top 24 by 47 in. Ht. 30 in. See current Price List under Page 15. .... 266 HV 73085

Desk Lamp: Silver electroplated metal; lacquer finish prevents tarnishing. Handsewn Eggshell color Silk shade. Ht. 19 1/2 in. See Price List. .... 266 HV 74008

Lyre-Back Chair: Solid Mahogany with dark Blue striped Haircloth seat cover. Brass finished metal Lyre strings. Seat 18 by 18 in.; removes easily for recovering. Entire height 32 1/2 in. See current Price List. .... 266 HV 73105

For Time Payment Terms and Freight Rates see back of current Price List.



Desk Lamp

Kidney Desk

Lyre-Back Chair



Folding Bridge Set (below): Distinguished Folding Set with "stationary" appearance. Smartly styled popular round top Table and well-built comfortable Chairs with matching turned legs . . . ideal for occasional use in Living and Dining room. Entire set folds easily for convenience in storing. Chair seats and backs and 3-ply Table top padded and covered in Artificial Leather . . . choice of Bone-White or Maroon. Balance Solid Birch finished Mahogany. Table top removes for easy recovering. Table: 36-in. diameter top. Hr. 27 in. Chair: Seat width 17 in. Entire height 33 in. Prices quoted in current Price List under Page 16. . . . .266 HV 73131



Folding Bridge Set



Permanent Card Table Group

Permanent Card Table Group (above): Rich, distinctive Solid Mahogany in a group for Living Room, Sun room or Den. Comfortable Sheraton-style Chairs are excellent for use also as Desk or Occasional Living Room chairs . . . available in Fabrics to blend with Living Room pieces. Hand-rubbed, shaded finish. Time Payment Terms in Price List.

Prices quoted in current Price List under Page 16.

Solid Mahogany Table: Deep-grained Artificial Leather covered top in medium-toned Brown. Reeded legs. Top 30 in. square. Height 29 in. . . . .266 HV 73133  
Solid Mahogany Chair: Padded seat covered in deep grained medium toned Brown Artificial Leather to match Table. Back 15 in. high from 17 by 15 1/2-in. seat. . . . .266 HV 73134  
Solid Mahogany Chair above in any Grade A Fabric, Page 41. . . . .266 HV 73132



London Lounge

London Lounge Chair

London Lounge: Long a favorite because of its over-size "loungy" styling . . . now, with added comfort in bowed sofa front and soft rubberized hair arm padding. Reversible spring-filled seat cushions. Solid Mahogany front legs; hardwood frame. Length 84 in.; seat 67 by 23 in. Arm height 21 in. Entire ht. 34 in. Shown in Grade D-28 Matelassé Tapestry.  
London Lounge Chair: Same comfortable construction as Sofa above. Width 35 in.; seat 22 by 23 in. Arm ht. 21 in. Ent. ht. 35 in. Shown in Grade E Top Grain Leather (Seat cushion leather on one side only). Luxurious Down-and-Feather cushions at moderate extra charge.  
Fabrics shown in Color on Pages 41 and 42. Use Wards convenient Time Payment Plan; see back of current Price List. Also be sure to read Ordering Information on Page 70 of this Book.

Prices in current Price List under Page 16.

Accessories described in current Price List under Page 16.

266 HV 70150—Sofa and Chair in any Grade A Fabric.  
266 HV 70151—Sofa and Chair in any Grade B Fabric.  
266 HV 70152—Sofa and Chair in any Grade C Fabric.  
266 HV 70153—Sofa and Chair in any Grade D Fabric.  
266 HV 70154—Sofa and Chair Grade E Top Grain Leather (seat cushions Leather on one side only).  
Queen Anne Chair: Solid Mahogany arms and front legs. Hardwood frame. Spring seat 21 by 24 in. Width 27 in. Hr. 37 in. Shown in Grade C-16 Satin Stripe. See Price List under Page 16.  
266 HV 71052—In Your Choice of Grade A Fabrics.  
266 HV 71053—In Your Choice of Grade B Fabrics.  
266 HV 71054—In Your Choice of Grade C Fabrics.  
266 HV 71055—In Your Choice of Grade D Fabrics.  
Large Drum Table: See Page 19. . . . .266 HV 73054  
Wall Rack described on Page 7. . . . .266 HV 73088  
3-Candle Tole Lamp: See Page 66. . . . .266 HV 74024



Queen Anne Chair





Sheraton Cocktail Table

Sheraton Cocktail Table: All Mahogany. Hand-tooled genuine Leather inset top with beautifully figured veneered edges. Interesting Marquetry inlay around side of top and near base of tapered legs. Hand-rubbed finish. A charming addition to your living room. Top 36½ by 19 in. Height 17 in. See current Price List under Page 17.....266 HV 73096



Sheraton Oval Coffee Table



Glass Top Cocktail Table



Round Cocktail Table

## TABLES ACCENT THE *Traditional* HOUSE

Hallmark Tables do much to make a room truly "livable" . . . all on this page are Mahogany with rich hand-rubbed finish. Tables described below are shown at upper right. Time Payment Terms, and Shipping Information in current Price List. For "How To Order" see Page 70.

Sheraton Oval Coffee Table: All Mahogany. Protective glass inset top. Marquetry inlay on Tapered legs. Top 28 by 20 in. Height 18½ in. See current Price List under Page 17.....266 HV 73118

Glass Top Cocktail Table: All Mahogany. Beautiful pedestal bases add extra strength. Reeded top edge. Brass finished metal claw feet. Extra large top 42 by 20 in. Ht. 18 in. See current Price List under Page 17.....266 HV 73095

Round Cocktail Table: All Mahogany. Large top 30 in. in diameter with Glass inset protection. New popular low height of 17 in. Brass finished metal feet. See current Price List.....266 HV 73112

Telephone Rack: Solid Honduras Mahogany. Room for phone and directory with extra shelf for books or bric-a-brac. Top 19 by 10 in. Height 23 in. See current Price List.....266 HV 73078  
Chair: See Page 15.....266 HV 73105



Telephone Rack



Regency Cocktail Table



English Style Coffee Table



Duncan Phyfe Coffee Table

Duncan Phyfe Coffee Table: Graceful oval shape. Scalloped veneered rim around top. All Mahogany. Glass inset over top. Brass finished metal claw feet. Hand-rubbed finish. Top 26½ by 18½ in. Height 19 in. See current Price List under Page 17.....266 HV 73053

English Style Coffee Table: All Mahogany. Removable Glass service tray. Bead trimmed apron. Spiral legs with x-shaped stretcher for strength. Hand-rubbed finish. Top 30 by 19½ in. Height 18½ in. See current Price List under Page 17.....266 HV 73061

←Regency Cocktail Table: All Mahogany. Glass inset protects top. Interesting period detail in x-shaped legs, spool-turned stretcher. Unusually large size: top 35x20 in. Height 18 in. Hand-rubbed finish. Price quoted in current Price List under Page 17.266 HV 73057

Accessories fully described in current Price List under Page 17.



# ACCESSORIES FOR THE *Traditional* HOUSE

Lamp and Flower Table  
closed



Lamp and Flower Table  
open



Chair-Side Table



Charming, practical Tables that give that "individual" note to your home. And remember . . . all Hallmark Quality Furniture may be bought on Wards regular Credit Terms. See back of Price List for Credit Terms and Freight Rates. "How-to-Order" on Page 70. Free Decorating Service on Page 69.

Lamp and Flower Table (shown both open and closed): All Mahogany. Metal pan inside; extension slides close top for use as Lamp Table. Size: Open 13 by 33 in.; closed 13 by 20 in. Height 26 in. See Price List. . . . .266 HV 73059

Chair-Side Table: All Mahogany. Lyre Base. Genuine Leather top. Metal pan in each end for your plants or ivy. Brass finish metal feet and casters. Top 15 by 28 inches. Height 24 inches. See Price List. . . . .266 HV 73067

Plant Stand



2-Tier Table



Tilt-Top Table



3-Tier Table



Kneehole Desk

Wall Rack

Cane-Back Occasional Chair

For Prices see current Price List under Page 18.

Kneehole Desk: Fits charmingly into Living Room, Study or Bedroom. Mahogany and Mahogany Veneer construction with hardwood base. Highly figured Mahogany Veneer drawer fronts with antiqued brass finish metal drawer pulls. Top has three genuine hand-tooled Leather insets. Double deep middle left file drawer with partition. Center drawer locks. Top 24x46 in. Ht. 30 in. . . . .266 HV 73084  
Tote Lamp (on desk): Fully described on Page 66. . . . .266 HV 74024

Wing Chair: Fully described on Page 15. . . . .266 HV 71024

Wall Rack: All Mahogany. Drawer has Brass finish metal pulls. Shelves grooved for plates. 8 1/2 in. between shelves, 7 by 17 in. wide. Height 26 in. See current Price List. . . . .266 HV 73076

Cane-Back Occasional Chair: All Mahogany—Bamboo turnings on front legs and arms. Nail-on-nail trim. Double cone coil spring seat with Moss and Cotton padding. Shown in A-3 Artificial Leather. Seat 21 by 19 in. Height 35 in. Fabrics shown in color on Page 41. See current Price List. . . . .266 HV 71025—In any Grade A Fabric. 266 HV 71126—In any Grade B Fabric.

3-Tier Table: Brass finish metal gallery on lowest tier. Brass finish metal feet and casters. All Mahogany. Tiers 23 in., 18 1/2 and 14 in. in diameter. Height 44 1/2 in. See Price List. . . . .266 HV 73073

Tilt-Top Table with snap lock. All Mahogany. Piecrust edge. Acanthus Leaf carving on legs. Claw-and-ball feet. Top 23 1/2 in. diameter. Height 28 1/2 in. See current Price List. . . . .266 HV 73074

2-Tier Table: All Mahogany. Acanthus Leaf carvings on legs. Tiers have shaped edges. Lower tier 22 1/2 in. in diameter; upper tier 15 in. Height 28 in. See current Price List. . . . .266 HV 73068

Plant Stand: Graciful for ferns, ivy. Especially effective used in pairs beside Sofa or Windows. All Mahogany. Top 10 1/2 in. in diameter. Height 41 in. See current Price List. . . . .266 HV 73051

Decorative Accessories fully described on current Price List under Page 18.





Large Drum Table

For Prices see current Price List under Page 19.

Large Drum Table: All Mahogany. Hand-rubbed finish. Spacious, hand-tooled genuine Leather top 30½ in. in diameter. Large drawer. Brass finish metal drawer pull, leg tips and casters. Height 27½ in. See current Price List.....266 HV 73054

Lamp on Large Drum Table described on Page 66.....266 HV 74027

Round Lamp Table: Scalloped gallery around top. Small, handy slide-out Candle tray. All Mahogany. Top 17 by 17 in. Height 27 in. See current Price List.....266 HV 73058

Smaller Drum Table: Hand-tooled genuine leather top. All Mahogany with lovely Satinwood inlay. Hand-rubbed, glazed finish. Brass finish metal pulls, leg tips and casters. Two drawers. Top 22 in. in diameter. Height 27 in. See current Price List.....266 HV 73098

Commode Table: Use in pairs at either end of davenport. All Mahogany with Veneered rim around top. Large drawer with Brass finish metal pull. Shelf below handy for magazines. Top 18½ by 18½ in. Height 27½ in. See current Price List.....266 HV 73110

Oblong End Table: All Mahogany. Reeded legs. Neat scalloped gallery... lamps, knick-knacks can't slide off. Top 15 by 24 in. Height 24 in. See current Price List.....266 HV 73063

Breakfront Secretary: Striped Mahogany Veneered front and sides. Door frames solid Mahogany. Balance gumwood, 3 large drawers; one shelf in bottom side compartments. Grooved shelves behind glass doors. Locks on all doors. Brass finish metal drawer pulls. Size: Top 15 by 46 in. Height 81 in. See current Price List.....266 HV 73123

Pull Up Chair: Fully described on Page 6.....266 HV 71016

Square Lamp Table: All Mahogany. Rope carved legs. Graceful scalloped rim around bottom shelf. Top 19 by 19 in. Height 27½ in. See current Price List.....266 HV 73065

Pier Cabinet: All Mahogany. Adds charm to any room. Hand-rubbed and glazed finish. Three shelves to display your knick-knacks, books or plants. Large cupboard space below. Size: 21 in. wide, 12 in. deep. Height 43 in. See current Price List.....266 HV 73091

Decorative Accessories, Freight Rates and Time Payment Terms in current Price List.



Round Lamp Table



Smaller Drum Table



Breakfront Secretary



Commode Table

Oblong End Table



Pier Cabinet



Square Lamp Table





# Traditional House

## TABLES IN MAHOGANY AND MAHOGANY VENEERS



Butler's Tray Coffee Table



Dropleaf Cocktail Table



Regency Cocktail Table



Nest of 3 Tables

Fireside Wing Chair (Described on Page 7).

Butler's Tray Coffee Table: All Solid Mahogany and Mahogany Veneers. Hand-tooled genuine Leather inset on top. Leaves fold up on Brass finished metal hinges. Top lifts off for use as tray with hand-holds for carrying. Top 34x27 in. opened. Height 20 in. For Price see current Price List under Page 20. ....266 HV 73064

Dropleaf Cocktail Table: Solid Mahogany and Mahogany Veneers. Protective glass inset on top. Attractively turned stretchers on base for added strength; beautiful reeding on edge of top. Top open is 55 by 19 1/2 in.; closed, 37x 19 1/2 in. Ht. 17 1/2 in. For Price see current Price List under Page 20. ....266 HV 73094

Nest of 3 Tables: Solid Mahogany and Mahogany Veneers. Attractive beading around three sides of largest table and on front of smallest. Largest table top 22 1/2 x 14 1/2 in.; Ht. 26 1/2 in.; has glass inset top. For Price see current Price List under Page 20. ....266 HV 73092 Lamp (on Nest of 3 Tables). Pg. 66.266HV74078

Regency Cocktail Table: Solid Mahogany and Mahogany Veneer construction with glass inset in top to protect surface. Attractive, cradle-effect legs with turned stretchers for added strength. Medallion design on corners. 34 in. long, 18 in. wide by 17 in. high. For Price see current Price List under Page 20.266 HV 73093

All Tables shown on these two pages have a lustrous hand-glazed and hand-rubbed finish. For Prices of Furniture and Decorative Accessories see current Price List under Page 20.



Leather Topped Nest of 3 Tables

Leather Topped Nest of 3 Tables Serves many uses. Inlaid, hand-tooled genuine leather tops. High-capped Brass finished metal feet. All Mahogany. Largest Table ht. 25 in., top 15 by 25 in.; smallest 12 by 18 1/4 in. See Price in current Price List. ....266 HV 73050



Pembroke Table

Pembroke Table: Serves as card or tea table with leaves up. Attractive in pairs at ends of sofa. Solid Mahogany and Mahogany Veneers with rich Satinwood Inlay borders on top and drawer front. Brass finished metal drawer pull, feet and casters. Top 26 by 16 inches; leaves raised, 26 by 31 inches. Height 28 inches. Price quoted in current Price List under Page 20. ....266 HV 73071

Credit Terms and Ordering Information in Price List.



Hunt Coffee Table

Love Seat (Described on Page 4)

Hunt Coffee Table: Hand-tooled genuine Leather inset on top. All Mahogany construction. Two fold-over leaves open top to 55 in. as shown; 40 by 17 in. closed. Ht. 17 in. Distinc-

tive legs with fluting and spiral tops. Attractive reeded edge around top. Grand for use in front of a sofa or fireplace. For price see current Price List under Page 20. ....266 HV 73069





Canterbury Magazine Basket

Canterbury Magazine Basket: Solid Mahogany and Mahogany Veneers. Brass finished metal Ferrules, casters and drawer pulls. Handy drawer for playing cards, etc. Easily rolled or carried to any spot in room. For price see current Price List under Page 21.....266 HV 73114



Book Drum Table

Book Drum Table: Plenty of room for your favorite volumes handy to your chair. All Mahogany with Swirl Mahogany Veneer panels. Rubbed finish. Scalloped rim on 20 1/2-in. diam. top. Ht. 27 1/2 in.; just right for lamp. Price on current Price List under Page 21.....266 HV 73070



Chair-Side Table

Three-Drawer Commode

See Page 15 for Lamp



Leather Top Commode



Record Cabinet Closed



Record Cabinet Open



Breakfront Secretary

Ladder-back Chair (Described on Page 7)

Breakfront Secretary: Decorators recommend that a living room have at least one imposing piece of furniture. This Breakfront suits the purpose admirably with its large dimensions: full 53 1/2 in. wide, 16 in. deep, 74 in. high. Fronts, sides, writing surface and door frames are solid Mahogany and Mahogany Veneer. Balance Hardwood. Drawer fronts Crotch Mahogany Veneer. Beautiful Satinwood inlay outlines top drawer and tops of lower doors on sides. Hand-rubbed finish. Locks on all doors. Three large drawers. Writing compartment has two small drawers and door, plus 4 pigeonholes. Right pedestal compartment has two felt-lined drawers for silver; shelf in other side. See Price quoted in current Price List under Page 21.....266 HV 73122

Prices for Tables described below quoted in current Price List under Page 21.

Chair-Side Table: Solid Mahogany and Mahogany Veneers. Brass finished wire grill work on sides. Shelf for books; 3 shelves for magazines. Casters. 16 1/2-in. square top with rim. Ht. 27 in.....266 HV 73056  
Three-Drawer Commode: Solid Mahogany and Mahogany Veneers. Beautifully figured drawer fronts; Satinwood inlays. Brass finished metal drawer pulls. Top 15x20 in. Height 28 in.....266 HV 73060  
Leather Top Commode: Solid Mahogany and Mahogany Veneers. Marquetry inlay on legs and rails. Ideal for use in pairs beside sofa. Top closed 16x16 in.; open, 28 by 16 in. Height 26 in.....266 HV 73097

Record Cabinet: Solid Mahogany and Mahogany Veneers. Front drops down forming handy platform for opening albums. Holds twelve 10-in. or 12-in. albums. Top 24x15 1/2 in. Height 30 in.....266 HV 73111  
Library Step Table: Genuine hand-tooled Leather inlays on steps. Accommodates lamp, books and magazines all handy to your chair. All Mahogany construction. Overall 28 in. long by 17 1/2 in. wide. Ht. 28 1/2 in. Brass finished metal casters..266 HV 73062

For Ordering Information, Time Payment Terms, description of Decorative Accessories, see current Price List.



Library Step Table



# French Provincial

## DESIGNED ESPECIALLY FOR THE SMALL DINING ROOM

Designs adapted from the gracious furnishings of France during the 18th Century. Note the authentic scalloped apron on the table, the beautifully molded table and chair legs, the rich accent of the Brass grill on the China Cabinet doors.



China Cabinet

Side Chair



Credenza Buffet

Arm Chair

Junior Dining Table

China Cabinet

These pieces for the smaller dining room combine the charm of Modified Provincial design with the excellent workmanship of modern craftsmen. Fronts Swirl Walnut Veneer—tops Striped Walnut Veneer. Posts solid selected Birch. All surfaces hand-rubbed to satiny luster. For Ordering Information, Freight Rates, and Time Payment Terms see back of Current Price List. For Free Decorating Service See Page 69.

Prices quoted in current Price List under Page 22.

Credenza Buffet: Top 19 by 48 inches. Height 36 inches. 2 drawers; one felt-lined for silver. 3-door cupboard-base with 1 shelf.....266 HV 77302

Junior Dining Table: Top 36 by 54 in. Extends to 66 inches with one 12-inch leaf. Ideal for the small size dining room.....266 HV 77302

Arm Chair: Seat covered in two-tone Blue, Rayon and Cotton Striped Damask. Seat removes for ease in recovering. Height of back 19 in. from 18 1/2 x 15 1/4-inch seat .....266 HV 77302

Side Chair: Same seat covering and construction as Arm Chair. Height of back 18 1/4 inches from 17 3/4 by 14 3/4-inch seat.....266 HV 77302

China Cabinet: Top 15 by 32 inches. Height 68 inches. Brass grill or glass doors. 2-door cupboard with 1 shelf. 1 long drawer.....266 HV 77302





Shield-Back Side Chair

Dining Table

Shield-Back Arm Chair

Credenza Buffet

Plate Glass Mirror

Adapted from distinctive heirloom pieces of American Federal design—finished in the mellow richness of Mahogany Veneers and Gumwood. Finished Oak drawer interiors on china cabinet, credenza, and cabinet server. Note authentic twisted posts and molded edges; influences of the Federal Period. For Ordering Information, Credit Terms and Freight Rates see current Price List.

For Prices see current Price List under Page 23.

76-Inch Dining Table: Top 44 by 64 inches. Extends to 76 inches with one 12-inch leaf.....266 HV 77316

100-Inch Dining Table: Top 44 by 64 inches. Extends to 100 inches with three 12-inch leaves.....266 HV 77316

Shield-Back Arm Chair: Seat covered in plum color Cotton Tapestry with narrow white, blue and gold stripes. Carved plume on back. Web seat 21¼ by 16½ in.; easily removed for recovering. Ht. of back from seat 19 in.....266 HV 77316

Shield-Back Side Chair: Same seat cover and construction as arm chair. Comfortable web seat 19¼ by 15½ in. Height of seat from back 19 in.....266 HV 77316

Credenza Buffet: Top 64 by 22 in. Height 36 in. Has 6 drawers. Right top drawer partitioned and lined for silver; left top drawer lined for silver; 4 large storage drawers. Two cabinets, one at either end, one shelf in each cabinet; locks on doors.....266 HV 77316

Plate Glass Mirror: 32½ by 45 in. overall. Gold color metal leaf finish on plain frame with Federal style ball top ornament.....266 HV 74726

Lamps on mantle described on Page 67..266 HV 74086

## AMERICAN Federal

Duncan Phyfe Side Chair

Cabinet Server

Swan Mirror



Duncan Phyfe Arm Chair

China Cabinet

For Prices see current Price List under Page 23.

Duncan Phyfe Arm Chair: Bowed back panels. Web slip seats covered in Blue with small White, Peach, Gold and Blue stripes in Cotton Tapestry; easily removable for recovering. Seat 19½x17½ inches. Height of back from seat 18½ inches.....266 HV 77316

China Cabinet: Note beautifully designed pediment top with flame urn. 2 shelves in china section (not removable). Lock on china and cabinet section. Top 38x16 in. Height 80 in. One large drawer.....266 HV 77316

Duncan Phyfe Side Chair: Same construction and seat cover as arm chair. Seat 17½ by 16½ in. Height of back from seat 18½ in.....266 HV 77316

Cabinet Server: 1 drawer. Large two-door cabinet base with shelf and door lock. Top 36 by 18. Height 33 in.....266 HV 77316

Swan Mirror: Gold color metal leaf finish antiqued with white toning. 28 by 28-in. Plate glass; size overall 29¾ by 34¼ inches.....266 HV 74718

Sterling Silver hurricane Lamps and other Accessories described in current Price List under Page 23.





Lyre-Back Arm Chair

Tilt-Top Console Server

Lyre-Back Side Chair

Highly decorative Traditional styles to beautify your home. Lustrous hand-rubbed finish. Be sure to read about Wards Interior Decorating Service on Page 69; "How to Order" on Page 70. For Freight Rates and Time Payment Terms see back of Price List.

For Prices see current Price List under Page 24.

Lyre-Back Arm Chair: Mahogany finished Hardwood. Back rises 18½ in. from 19¾ by 17½-in. webbed slip seat; Burgundy and Eggshell Striped Cotton Tapestry. Height 37 in. ....266 HV 77300

Lyre-Back Side Chair: Like above but with 18½ by 16½-in. webbed slip seat. Height 37 in. ....266 HV 77300

Tilt-Top Console Server: Mahogany Veneers and hardwood. Generous size drawer slides smoothly on center guide. Antiqued brass finished metal drawer pulls. 18 by 36-inch swivel top; 36 by 36 inches with leaf lowered .....266 HV 77300



eg Buffet

Regency Styled Mirror

Table

Shield-Back Side Chair

China Cabinet

Shield-Back Arm Chair

**H**EPPLEWHITE and Duncan Phyfe . . . Traditional Styles that have retained their popularity throughout the years. Mahogany Veneers on exposed surfaces with lustrous hand-rubbed finish. Beautiful figured Veneer on fronts. Structural parts are hardwood. Graceful bow fronts on Buffets. Drawers have dustproof construction; center guides for easy opening and closing. Window-clear glass doors. Metal drawer pulls and Pedestal Table feet have Antiqued Brass finish. Chairs are Hardwood with hand-rubbed Mahogany finish; comfortable web slip seats are easily removable for recovering to match drapes.

For Prices see current Price List under Page 24.

Leg Buffet: 3 drawers, one lined for silver; 3 cupboard sections. Top 66 by 23 in. Height 36 in. Mirror not included. (See below)....266 HV 77300

Regency Styled Mirror: Plate Glass. Black enamel or Pickled Pine (Putty color) frame. Gold color metal leaf trim. Overall: 25½ by 38 in. 266 HV 74715

74-in. Table: Top 42 by 62 in., extends to 42 by 74 in. with 12-in. leaf.....266 HV 77300

98-in. Table: 42 by 62-in. top extends to 98-in. with 3 (12-in.) leaves.....266 HV 77300

Shield-Back Side Chair: Carved Plume decoration on back. Web slip seat. Cotton Tapestry has Rose

For Sterling Silver Coffee Service, Candlesticks and other Accessories see current Price List under Page 24.

and Light Green floral design on French Blue. Back rises 18 inches from 19 by 15½-inch seat. Height overall 37 inches.....266 HV 77300

Shield-Back Arm Chair: Like above but with 21 by 16½-in. seat; height overall 37 in....266 HV 77300

China Cabinet: Adjustable top shelves. Drawer and cupboard in base. Top 36 by 16 inches. Height 80 inches .....266 HV 77300

Breakfront China Cabinet (at right): Large door; 2 adjustable shelves in top; 3 cupboard sections in base. Top 46 by 15 in. deep. Ht. 69 in. 266 HV 77300

Credenza Buffet (at right): 6 drawers with center guides; one drawer felt-lined for silver. 2 cupboards. Top 62 by 23 in. Ht. 36 in. ....266 HV 77300



Breakfront China Cabinet

Credenza Buffet





Mirror

Lyre-Back Side Chair

Duncan Phyfe Extension Table

Lyre-Back Arm Chair

Buffet

Junior Dining Room in wide selection of interchangeable 18th Century pieces especially made for small dining rooms. Tops and fronts are Mahogany Veneer; all other surfaces Hardwood finished Mahogany. Hand-rubbed finish. Single Pedestal Dropleaf Table also suitable for living rooms. Chair seats have coil spring suspended web construction for extra comfort. Buffet and Cabinet are built to give greatest storage space on a minimum of floor space. Antiqued Brass metal drawer pulls. When ordering be sure to read Page 70 for "How to Order," Freight Rates and Time Payment Terms on back of Price List.

For Prices see current Price List under Page 25.

Mirror: Cut to Measure. For complete description see Page 46.....266 HV 74728  
 Lyre-Back Side Chair: Same seat covering as arm chair but with 17 by 15-in. seat.....266 HV 77315  
 Duncan Phyfe Extension Table: Top 36 by 50 in.; extends to 66 in. with one 16-in. leaf. 2-pedestal Lyre base. Height 29 in.....266 HV 77315  
 Lyre-Back Arm Chair: Cotton Tapestry seat—Blue figured 18th Century design on Natural color background. Back rises 16½ in. from large comfortable 19x16½-in. seat. Overall ht. 32 in....266 HV 77315  
 Buffet: Top 20 by 54 in.; height 36½ in. Three drawers slide easily on center guides; one partitioned and lined for silverware. Three generous sized cupboards in base with shelf.....266 HV 77315

China Cabinet Duncan Phyfe Side Chair Two-Pedestal Drop-Leaf Table Baroque Mirror Duncan Phyfe Arm Chair



## JUNIOR DINING ROOMS

# IN 18th Century

## STYLING



Dropleaf Table

Victorian Side Chair

For Prices see current Price List under Page 25.

Dropleaf Table: Top 38x18 in.; leaves up 38x50 in.....266 HV 77315  
 Victorian Side Chair (above): Royal Blue needlepoint-effect Tapestry seat; web construction. Back rises 17½ in. from 15 by 16-in. seat...266 HV 77315  
 China Cabinet: 32½ in. wide at base; 15 in. deep; height 64½ in. 2-door base cabinet with shelf. 2 shelves in china section grooved for plates. Mahogany Veneer back in China section.....266 HV 77315  
 Duncan Phyfe Side Chair: Like arm chair. 17 by 15-in. seat...266 HV 77315  
 Two-Pedestal Dropleaf Table: Top 38 by 22 in.; 38 by 52 in. with leaves up; 38 by 68 in. with 16-in. extension leaf added.....266 HV 77315  
 Baroque Mirror (at left over chair): Chalk white enamel finish on molded frame. Size: 13 by 24¼ in. overall. Plate Glass.....266 HV 74723  
 Duncan Phyfe Arm Chair: Slate and Blue striped Cotton and Rayon Tapestry seat. Back rises 16 in. from 19x16½-in. seat.....266 HV 77315



EXCEPTIONAL QUALITY -

Serpentine

FRONTS



For Room Accessories  
See Price List  
under Page 26.

Tilt-Top Server

Chest Server

Plant Stand (See Pg. 18)

Shield-Back Side Chair



Ladder-Back Side Chair

Credenza Buffet

Ladder-Back Arm Chair

Beautiful Mahogany Veneers and graceful curved serpentine fronts lend distinction to this 18th Century style group. 5-ply Mahogany Veneer tops, fronts and end panels. Lustrous hand-rubbed finish. Structural parts Birch Hardwood; sturdy 5-ply backs. Mahogany drawer bottoms. Center drawer guides; dustproof construction. Brass color metal drawer pulls. Chairs Solid Birch. Junior sizes on opposite page. "How to Order" on Page 70.

For Prices see current Price List under Page 26.

Ladder-Back Side Chair: Hand-finished carving on back. Web seat covered in Blue and Gray stripe Cotton and Rayon; removes for recovering. Back 20 in. high from 19 3/4 by 16 1/4 in. seat...266 HV 77317  
Credenza Buffet: Top 64 by 21 in. Height 35 3/4 in. 6 drawers; one top drawer lined, partitioned for silver. 2 cupboards with shelf.....266 HV 77317  
Ladder-Back Arm Chair: Same construction and seat covering as Side Chair. Back 21 1/2 in. high from 22 by 16 3/4 in. seat.....266 HV 77317  
Breakfront China Cabinet: Base section 15 1/2 by 43 3/4 in. Height 70 in. Top has Glass door, 2 glass panel ends, 2 removable shelves. Base has 3 drawers and 2 cupboards, each with shelf.266 HV 77317  
China Cabinet: Base 35 1/4 by 16 3/4 in. Ent. ht. 70 1/2 in. 2-door top; 2 removable shelves grooved for plates. 1 drawer, 2-door cupboard in base with removable shelf .....266 HV 77317

Tilt-top Server: Top 34 3/4 x 17 1/2 in. opens to 34 3/4 x 34 3/4 in. Ht. 31 1/2 in. Drawer.....266 HV 77317  
Chest Server: Top 34 by 18 in. Height 33 1/2 in. 4 drawers .....266 HV 77317  
Shield-Back Side Chair: Comfortable web seat covered in Larkspur Blue Cotton Damask with small Mauve pattern. Seat removes for recovering. Back 21 1/2 in. high from 19 1/2 by 16 in. seat.266 HV 77317  
Duncan Phyfe Table: Top 64 by 42 in.; extends to 100 in., with three 12-in. leaves. One leaf has aprons.....266 HV 77317  
Shield-Back Arm Chair: Back 22 1/4 in. high from 21 1/2 by 17 in. seat.....266 HV 77317  
Leg Buffet: Top 66 by 22 in. Height 37 in. 4 drawers; one top side drawer partitioned and lined for silver. 2 small cupboards.....266 HV 77317  
Adam Style Mirror (above Buffet): Plate glass. Antiqued Gold color metal leaf finished frame. Overall size: 16 1/2 by 41 1/2 in.....266 HV 74724

Duncan Phyfe Table

Shield-Back Arm Chair

Leg Buffet

Adam Style Mirror





## FOR THE SMALLER DINING ROOM



Duncan Phyfe Side Chair

Junior Credenza Buffet

Baroque Mirror

Duncan Phyfe Arm Chair

Junior Duncan Phyfe Table

Junior size pieces in this 18th Century Mahogany Group are offered in two finishes: Regular Mahogany or Harvest (Golden Tan) finish. Same construction as group on opposite page. Convenient Time Payment Terms in current Price List. For Free Decorating Service see Page 69. "How-to-Order" fully explained on Page 70.

For Prices see current Price List under Page 27.

Duncan Phyfe Side Chair: Seat covered in Blue Artificial Leather. Back 16 $\frac{3}{4}$  in. high from 15 $\frac{3}{4}$  by 14 $\frac{3}{4}$ -in. seat .....266 HV 77317

Junior Credenza Buffet: Top 48 by 17 $\frac{1}{2}$  in. Height 35 in. 3 drawers; one top drawer partitioned and lined for silver. Long drawer for linens. 3-door cupboard with removable shelf. ....266 HV 77317

Baroque Mirror: Plate glass. Chalk White Enamel finish on molded leaf design frame. Size: 24 by 31 $\frac{1}{2}$  in. overall.....266 HV 74725

Duncan Phyfe Arm Chair: Same seat covering as Side Chair above. Back 17 $\frac{1}{2}$  in. high from 17 by 15 $\frac{1}{2}$ -in. seat .....266 HV 77317

Junior Duncan Phyfe Table: Top 54 by 36 in. extends to 66 in. with one 12-in. leaf. ....266 HV 77317



Dinette Chair

Dinette Leg Table



Junior China Cabinet



Dropleaf Extension Table

For Prices see current Price List under Page 27.

Junior China Cabinet: Base section 32 $\frac{1}{2}$  by 15 $\frac{1}{4}$  in. Ht. 65 $\frac{3}{4}$  in. 1 drawer, 2-door cupboard in base with removable shelf. 2 removable shelves in top. Glass doors; plywood grill.....266 HV 77317

Dropleaf Extension Table: Top 40 by 24 $\frac{1}{2}$  in.; measures 40 by 54 in. with drop leaves raised; extends to 90 in. long with three 12-in. extension leaves .....266 HV 77317

Dinette Leg Table: Top 46 by 32 in. extends to 58 in. with 12-in. leaf. Ht. 30 $\frac{1}{2}$  in....266 HV 77317

Dinette Chair: Gracefully carved panel backs. Seat covered in Blue Artificial Leather. Back 16 in. high from 17 $\frac{1}{2}$  by 14 $\frac{1}{2}$ -in. seat.....266 HV 77317

Accessories described on Price List under Page 27.



# 18th Century

IN MAHOGANY VENEERS  
AND SOLID MAHOGANY



Ladder-Back Side Chair

Chest Server



Ladder-Back Arm Chair

3-Section Banquet Table



Breakfront China Cabinet



Credenza Buffet

The charm of 18th Century styling in Solid Mahogany with Mahogany Veneers—group shown complete on these two pages. Beautiful "Swirl" figured veneers on fronts. Deep rubbed finish. Graceful bowed fronts, tapered legs, spade feet and Brass color metal pulls are authentic 18th Century design. Fine carving on curved backs of Chippendale Ladder-back Chairs.

Important Banquet Table seats 12 persons. End sections separate . . . use as consoles or serving tables. Drawers have Mahogany bottoms. Dustproof construction; center drawer guides. Window-clear Glass doors. See Page 69 for Free Decorating Service. Wards Convenient Time Payment Terms, and Freight Rates in back of current Price List. "How to Order," Page 70.

For Prices see current Price List under Page 28.

Chest Server (top of page): Straight front. Top 36 by 17 3/4 in. Height 33 in. 1 large drawer, 2-door cupboard with shelf. . . .266 HV 77320  
Ladder-back Side Chairs: Comfortable web seat construction. Rayon and Cotton seat covering in Blue, Rose and Silver stripes. Back 20 1/2 in. high from 21 1/2 by 18-in. seat. . . .266 HV 77320  
Ladder-back Arm Chair: Same seat covering and construction as Side Chair. Back 20 1/2 in. high from 23 by 19-in. seat. . . .266 HV 77320  
3-Section Banquet Table: Separate Console End Tables fit to center table with drop leaves down (as shown), or with drop leaves raised. Two 21 1/2 by

17 1/2-in. drawers in center table (one each side). Two hinged legs support each drop leaf. Size: Drop leaf center table 27 by 42 in. extends to 42 by 72 in. with leaves raised. Greatest size (with two 21 by 42 in. end tables) 114 in. long. Seats 12. . .266 HV 77320  
Breakfront China Cabinet (shown above and at left): Bowed front. Top 46 by 14 in. Height 74 in. Interior China section finished Mahogany. 2 Glass doors, 2 Glass ends; 2 removable shelves grooved for Plates. 6-drawer Base; 2 cupboards with shelf. . .266 HV 77320  
Credenza Buffet: Bowed front. Top 62 by 21 in. Ht. 36 1/2 in. 6 drawers; 2 top ones lined for silver; one partitioned. 2 cupboards with shelf. . .266 HV 77320  
Accessories listed in current Price List under Page 28.





Leg Buffet

Plate Glass Mirror

Duncan Phyfe Extension Table

Host Chair

*S*AME graceful 18th Century design, same construction and finish as Group on opposite page . . . create your own individually styled room from this large variety of pieces. Note the serpentine front, tapered legs and spade feet on Buffet—typical Hepplewhite design. Hepplewhite Side Chairs with graceful Shield-shaped backs. Comfortable Host Chairs are a popular fashion—use them in Living Room, too (see Page 13).

Solid Mahogany and Mahogany Veneers. Beautiful "Swirl" figured veneers on fronts of all wall pieces. Deep rubbed finish. Mahogany bottoms on drawers. Dustproof construction; center drawer guides. Window-clear glass doors. Brass finished Metal drawer pulls. See current Price List for Time Payment Terms and Ordering Information.

For Prices see current Price List under Page 29.

Leg Buffet: Full serpentine front. Top 68 by 24½ in. Height 37¼ in. 4 drawers; top side drawers lined for silver, one with partitions. 2 cupboards. . . . 266 HV 77320

Crystal Candelabras described on Page 67. . . . 266 HV 74040

Plate Glass Mirror: Graceful wire ornaments on top and bottom. Antiqued Gold color metal leaf finished frame. Size: 16½ by 41½ in. overall. . . . 266 HV 74716

Duncan Phyfe Extension Table: Graceful rounded corners. Casters for easy moving. Top 42 by 64 in. extends to 100 in. with three 12-in. leaves. . . . 266 HV 77320

Host Chairs: Solid Mahogany front legs; Hardwood frame finished Mahogany. Double-cone spring seats, padded back. Moss and cotton filling. Shown in Grade A-4 Multi-Color Cretonne. Width 25 in.; seat 21 by 21 in. Entire height 41 in.

266 HV 71004—In any A Fabric (see Page 41); 266 HV 71005—In any B Fabric (see Page 41).

China Cabinet: Bowed front. Top 36 by 17 in. Ht. 73 in. Top section finished Mahogany inside; 2 shelves grooved for plates. 1 drawer. Shelf in cupboard in base. . . . 266 HV 77320

Shield-Back Side Chairs: Comfortable web seat construction. Covered in Burgundy Cotton Tapestry; Gold and Blue stripes. Back 20½ in. high from 19x15½-in. seat. . . . 266 HV 77320

Shield-Back Arm Chair: Same construction and seat covering as side chair above. Back 21½ in. high from 21 by 16½-in. seat. . . . 266 HV 77320



China Cabinet

Shield-Back Arm Chair

Shield-Back Side Chair



# TRADITIONAL STYLING IN *Mahogany* VENEERS

Chest: 4 drawers with shirt divider in second drawer. Top 35 by 21 inches. Height 49 inches. For Prices see current Price List under Page 30.....266 HV 75291



Chest



Mirror Screen

Pocket Boudoir Chair

Dresser

Let Wards trained Staff of Interior Decorators solve your decorating problem for you. See Page 69 for information on this helpful service.

Mirror Screen: 3 hinged Glass panels 68 1/4 by 16 in. Overall width 48 in. See Page 15 for full description. Price in current Price List.....266 HV 73099

Pocket Boudoir Chair: Have comfort and color in your bedroom with this attractive Boudoir Chair. Covered in French Blue, Wine or Rose Cretonne with contrasting

pipings. Pocket in side for magazines, sewing articles, etc. Box-pleated valance. Strong Adirondack Birch frame. Coil spring seat on sag-proof foundation. Back height 17 in. from 19 by 18 1/2 in. seat. Overall height 30 in.; width 27 in. Price quoted in current Price List under Page 30.....266 HV 71132

Dresser: 3 drawers. Top 21 by 45 1/4 in. Base height 38 in. Hanging Plate glass mirror 35 1/2 by 22 1/4 in. overall. Price in current Price List.....266 HV 75291



Night Stand

Bed

Chest-on-Chest

Vanity

Bench

Authentic 18th Century styling, 5-ply Honduras Mahogany Veneer tops and fronts; end panels 3-ply Veneer. Balance Hardwood. Beautiful hand-rubbed finish. Note the style details: gracefully shaped bow fronts, the spade legs, and the Old English metal drop-type handles. Dustproof construction throughout. Oak drawer interiors. Case backs are screwed on and finished for better appearance. Credit Terms, Ordering Information in Price List.

For Prices see current Price List under Page 30.

Night Stand: 1 drawer and 1 shelf with space for books. Top 15x18 in. Ht. 28 1/2 in.....266 HV 75291  
Bed: Choice of 54-in. (full) or 39-in. (twin) widths. Ht. head end 41 1/2 in.; foot 27 in.....266 HV 75291  
Chest-on-Chest: 5 drawers with shirt divider in one drawer. Top 36x21 in. Ht. 53 1/2 in.....266 HV 75291  
Vanity: 7 drawers. Top 48 1/2 by 19 1/2 in. Base height 29 3/4 in. Swinging Mirror 26 by 20 in.266 HV 75291

Bench: Blue Cotton Damask seat cover. Top 27 by 15 inches. Height 17 inches.....266 HV 75291  
Lamps on Night Stands: See Page 66.266 HV 74069  
Lamps on Vanity: Choice of White, Blue or Pink china base with small floral decoration. Height 13 1/2 in. Matching silk over paper parchment shade; has ruffle trim top.....266 HV 74004  
Accessories described in Price List under Page 30.





Poster Bed

# AMERICAN Sheraton IN MAHOGANY VENEERS

Fine quality furniture. Sheraton Styling with delightful American modifications. Bow front top drawers on Chest, Dresser and Vanity. Fronts of selected Swirl Mahogany Veneer; tops and ends of Striped Mahogany Veneer; balance hardwood. Hand-rubbed finish in rich mahogany color. Genuine wood carving. Plate glass mirrors. Dustproof construction throughout. Drawers slide easily on center guides. Handsome oval antiqued metal drawer pulls. See Page 70 for Ordering and Freight information. Remember—all Wards Hallmark Quality Furniture still can be purchased on Convenient Credit Terms; see Back of current Price List for details.

Prices Quoted in current Price List under Page 31.  
Poster Bed (at left): Full size (54-in.) only. "Pineapple" finial on gracefully turned posts for added beauty. Head posts 47 $\frac{3}{4}$  in. high; foot posts 43 $\frac{1}{2}$  in. high.....266 HV 75287  
Dresser (shown below): 3 drawers. Top 22 by 46 in. Base height 35 in. Jewelry tray in top drawer. Shirt divider in second drawer. Complete with Hanging Mirror (shown), 25 by 40 inches; or with Swinging Mirror 25 $\frac{1}{2}$  by 34 inches.....266 HV 75287  
Chair (shown below): Back 17 in. high from 15 by 17 $\frac{1}{2}$ -in. seat. Covered in Blue figured cotton Tapestry; easily removed for recovering.....266 HV 75287  
For lamps similar to those shown on dresser below see Page 67.

Dresser

Chair



Chest

Night Stand

Panel Bed



Prices Quoted in current Price List under Page 31.

Night Stand: Top 13 $\frac{3}{4}$  by 16 in. Ht. 27 $\frac{1}{4}$  in. Drawer and shelf 11 $\frac{1}{2}$  in. wide, 12 $\frac{1}{4}$  in. deep.....266 HV 75287  
Panel Bed: Full size (54-in.) or twin size (39-in.) width. Headboard height 40 $\frac{3}{4}$  in.; footboard height 27 in. ....266 HV 75287  
Chest: 5 drawers. Top 22x36 in. Ht. 48 $\frac{1}{2}$  in. Jewelry tray in top drawer.266 HV 75287  
Vanity: Top is 19 by 48 in. Base ht. 30 in. Complete with Swinging Mirror or with Hanging Mirror.....266 HV 75287  
Bench: 15 by 24-in. seat covered in Blue figured cotton Tapestry; removable for recovering. 18 in. high.....266 HV 75287  
For lamp similar to the one shown on night stand at left see Page 67.  
For Ordering Information and Time Payment Terms see back of current Price List.



Bench

Vanity



Let Wards trained Staff of Interior Decorators (who arranged all the rooms for the Hallmark Furniture Book) solve your decorating problems for you. There is absolutely no charge—and no obligation. See Page 69 for detailed information on this service. For Freight and Ordering Information, see Page 70. You may also buy any of this furniture on Wards usual, convenient Credit Plan. See Page 70 for complete details.



Chair

Highboy



Bench

Dressing Table

Prices in current Price List under Page 32.

Dressing Table: 5 drawers for convenient storage. Sliding jewelry tray in center drawer. Hanging Plate glass mirror 18 by 26 in. Top 42 by 18 in. Height 30½ in. ....266 HV 75028

Lamps on Dressing Table above described on Page 67. ....266 HV 74062

Bench: 13 by 22-in. padded seat covered in Green Rayon Damask. Seat removes for recovering. Height 17 in. ....266 HV 75028

Highboy: 8 drawers. Top 33 by 18 in. Height 73 in. ....266 HV 75028

Chair: Back 18½ in. high from 14 by 17-in. Green Rayon Damask seat; easily removed for recovering. ....266 HV 75028

Decorative Accessories described in current Price List under Page 32.

Lamps on Night Stand

1-Drawer Night Stand

High Poster Bed

Dresser



Prices in current Price List under Page 32.

Lamps on Night Stands: Hob-nail glass with antiqued brass trim. Bright Red and White striped trim around top of white Net covered paper parchment shade. Height 20 in. ....266 HV 74053

1-Drawer Night Stand: See opposite page. ....266 HV 75028

High-Poster Bed: 54-in. (Full) width only. Poster height 60 in. ....266 HV 75028

Dresser: 4 drawers with 6-drawer effect. Top 41½ by 19 in. Base height 35 in. Hanging Plate glass mirror 18 by 26 in. ....266 HV 75028

Lamps on Dresser: See Page 67. ....266 HV 74086





Vanity

Bench

# Colonial

## IN MAHOGANY VENEERS AND SOLID BIRCH

The Colonial Mahogany pieces shown on these two pages, 32 and 33, form a large, complete Group. Adapted from colonial designs of the 18th Century —note the typical bracket feet, the Old English Antiqued Brass finished metal drawer pulls, the graceful urn-shaped finials on High Poster Bed. 5-ply Mahogany Veneer fronts and tops; 3-ply Mahogany Veneer ends. Balance Solid Birch finished Mahogany. Dustproof construction. Dovetailed drawers slide easily on center guides. Credit Terms in back of Price List.



Chest

Oval Mirror

Low-Poster Bed

Lamps on Night Stand

1-Drawer Night Stand

For Prices see current Price List under Page 33.

Vanity: 7 drawers. Sliding jewelry tray in center drawer. Top 43½ by 18 in. Base height 29½ in. Plate Glass mirror 18 by 26 in. ....266 HV 75028

Bench: 13 by 22-in. padded seat covered in Green Rayon Damask. Ht. 17 in. ....266 HV 75028

Chest: 4 large drawers, 2 smaller top drawers. Top 31½ by 18 in. Height 45¼ in. ....266 HV 75028

Oval Mirror (shown over chest): Plate glass. 12½ by 14½-in. molded frame is Gold color metal leaf with heavy white tone. ....266 HV 74722

Low-Poster Bed: Choice of 54-in. (full) or 39-in. (twin) widths. Height of head end 39 in.; height of foot end 30 inches. ....266 HV 75028

Lamps on Night Stands: Handsewn Eggshell color Silk Shade. Silver electro-plated base; lacquer finish prevents tarnishing. Height 19½ in. ....266 HV 74008

1-Drawer Night Stand: For radio or books. Top 13 by 15 in. Ht. 28 in. ....266 HV 75028

Chest-on-Chest: 6 drawers, ample storage space. Top 31¾ by 18¼ in. Height 48 in. ....266 HV 75028

3-Drawer Night Stand: Use in pairs, at either side of bed. Top is 14 by 16 inches. Height 26½ inches. ....266 HV 75028

Chair described on opposite page. ....266 HV 75028

Accessories described in Price List under Page 33.

See "How-To-Order" on Page 70; Free Interior Decorating Service explained on Page 69.



Chest-on-Chest



3-Drawer Night Stand



# 18th Century

IN MAHOGANY VENEERS AND SOLID MAHOGANY



Dresser

Chest

Portable Mirror

3-Drawer Night Stand

Panel Bed



Chest



2-Drawer Night Stand

Mahogany—the favorite wood of the great furniture designers of the 18th Century contributes richness and beauty to the Group shown on these two pages. All exposed surfaces Mahogany Veneers or Solid Mahogany. Structural parts Hardwood. All case pieces except 2-Drawer Night Stand have Bow fronts. Brass color metal drawer pulls. Plate glass mirrors. Ordering and Freight Information on Page 70. Convenient Time Payment Terms in back of current Price List.

For Prices, see current Price List under Page 34.

Dresser: Bow front, 5 drawers. Top 42 by 21½ in. Base height 37½ in. Plate Glass Shield mirror, 26 by 30 in. ....266 HV 75286  
Chest: Bow front, 5 drawers. Top 34 by 20 in. Height 50½ in. ....266 HV 75286  
Portable Mirror (shown on chest): Mounted on Mahogany base, 18½ by 8-in. Mirror, Height 15½ in. 1 drawer. ....266 HV 75286

Panel Bed: 54-inch (Full) or 39-inch (Twin) width. Height of head end 39½ inches; foot end 26½ inches. ....266 HV 75286  
2-Drawer Night Stand: Straight front. Top 13½ by 16 in. Height 28 in. ....266 HV 75286  
3-Drawer Night Stand: Opp. Page.266 HV 75286  
Lamp on Night Stand: See Page 66.266 HV 74029  
Lamps on Dresser: See Price List. ....266 HV 74002

Accessories fully described in current Price List under Page 34.





Chaise Longue

Tier Table

Baroque Mirror

Chest-On-Chest

For Furniture and Room Accessory Prices,  
see current Price List under Page 35.

Chaise Longue: For superb lounging comfort and luxurious boudoir smartness . . . this 18th Century Chaise Longue tailored in refined taste for the traditional bedroom. Reversible, thick, deep seat and back cushions. Sagproof construction. 59 inches long by 27 inches wide. Entire height of back 31 inches from floor. Multi-colored Floral Cotton Print with background in a choice of Turquoise, Rose, Gray, or Blue. . . . .266 HV 71130  
2-Tier Table: Fully described on Page 18. . . . .266 HV 73068  
Baroque Mirror (over chest): Chalk White Enamel finish on molded frame. Overall size is 13x24 1/4 inches. Plate Glass Mirror. . . . .266 HV 74723  
Hurricane Lamps on Chest described on Page 67.266 HV 74086  
Chest-On-Chest: Bow front. 7 drawers. Top 37 by 20 in. Height 52 1/2 in. . . . .266 HV 75286



7-Drawer Vanity  
(Described below)

Chair



3-Drawer Night Stand

Poster Bed

Lamps on Night Stand

Bench

Dressing Table

Lamps on Dressing Table

For Prices see current Price List under Page 35.

7-Drawer Vanity: Top 46 by 20 in. Base height 30 1/2 in. Swinging Plate glass mirror, 20 by 28 in. . . . .266 HV 75286  
Chair: Upholstered in Rayon Damask in Beige with Green stripes. Seat easily removed for recovering. Back 15 3/4 in. high from 17 1/2 x 15-in. seat.266 HV 75286  
3-Drawer Night Stand: Bow front. Top 17x14 in. Ht. 28 in. . . . .266 HV 75286  
Poster Bed: 54-in. (Full) or 39-in. (Twin) width. Post ht. 59 1/2 in.266 HV 75286  
Bench: Covered in Rayon Damask in Beige with Green Stripes . . . easily removed for recovering. 18 1/2-inch diameter. Height 17 in. . . . .266 HV 75286

Dressing Table: Use also as desk. Finished back. 5 drawers. Top 44 by 22 in. Base ht. 30 1/2 in. Hanging Plate glass mirror. 20 by 28 in. . . . .266 HV 75286  
Lamps on Dressing Table: China base with small floral decoration on backgrounds of White, Pink or Blue. Shade is of White Rayon covered paper. Ruffle trim on top matches base. Height 13 1/2 in. . . . .266 HV 74004  
Lamps on Night Stands: Match Vanity Lamps described above. Shades tilt to direct light. Colors same as above. Ht. 18 1/2 in. . . . .266 HV 74005

Accessories fully described in current Price List under Page 35.





Vanity

Bench

High-Poster Bed

Chest

Night Stand  
Lamp



Night Stand

Panel Bed

For Prices see current Price List under Page 36.

Night Stand: Top 14 by 17 in. One drawer...266 HV 75289  
Night Stand Lamp (Shown also on dresser): Floral decorations on White, Pink or Blue china base. Matching Silk over paper parchment shade. 10-in. base diameter. Height 18 1/2 inches...266 HV 74005  
Panel Bed: 54-in. (Full) or 39-in. (Twin) widths. Ht. head 42 in.; foot 27 in...266 HV 75289



Chair

Chest-On-Chest

For Prices see current Price List under Page 36.

Chair: Back rises 18 1/2 in. from 14 1/2 by 17-in. seat. Blue Striped Cotton Damask seat cover; removes for recovering...266 HV 75289

Chest-On-Chest: Top 35 1/2 by 19 in. Ht. 52 in. 6 drawers. Jewelry tray in top drawer, one drawer has shirt dividing rail...266 HV 75289

CHARMING Hepplewhite style with serpentine fronts. Hand-rubbed Mahogany Veneered tops, fronts and end panels; rest hardwood, finished Mahogany. Old English Brass colored metal drawer pulls; Plate glass mirrors. Consult Page 70 for Time Payment Plan and "How to Order" Page 69 for information on Free Interior Decorating service.

Prices quoted in current Price List under Page 36.

Vanity: Top 48 by 20 in. Ht. 30 1/2 in. 7 drawers. Swinging mirror 24 by 30 in. or hanging Shield mirror (See Dresser below)...266 HV 75289  
Lamps (on Vanity): See Price List under Page 36...266 HV 74006  
Bench: Top 23 by 14 in. Height 17 in. Blue striped cotton Damask seat cover; easily removable for recovering...266 HV 75289  
High Poster Bed: 54-in. (Full) or 39-in. (Twin) widths. Height head posts 56 in.; foot posts 51 1/2 in...266 HV 75289  
Chest: Top 35 by 20 in. Height 49 1/2 in. 6 drawers. Jewelry tray in top drawer...266 HV 75289



Dresser

Dresser: 6 drawers. Top 45 1/2 by 22 in. Height 37 in. Plate glass hanging Shield mirror 26 by 30 in., or Swinging mirror (See Vanity above). Jewelry tray in top drawer; one drawer with shirt dividing rail. For Price see current Price List under Page 36. ....266 HV 75289





Chest      Oval Mirror      Chimney Lamp      Panel Bed

## AMERICAN Federal

Boudoir Chair and Ottoman



Dresser

All rooms in this Hallmark Furniture Book were arranged by Wards Decorating Department. Read Page 69 and learn how you can obtain their Free Service for your own home.

For Prices see current Price List under Page 37.

Chest: Heavy rope turnings on decorative columns at each side of front. 5 drawers; second drawer partitioned for shirts. Top 36 by 21 in. Height 48 in. ....266 HV 75292

Oval Mirror (over Chest): Plate glass. Molded frame is antiqued Gold color metal leaf. Overall size: 12½ by 14½ inches. ....266 HV 74722

Chimney Lamp (on night stand): White opal glass shade, clear glass chimney. Marble base, Brass color stem. Height 23 inches. ....266 HV 74001

Panel Bed: 39-inch (Twin) or 54-inch (Full) width. Height at head end 41½ inches; at foot 26½ inches. ....266 HV 75292

Boudoir Chair and Ottoman: 18th Century styling. Deep tufted back and seat; sag-proof spring foundation for real comfort; pleats all around. Camellia Garden pattern on Sateen cover in choice of White, Pink, or Blue background. Back rises 15 in. from roomy 18½ by 19-in. seat. Ottoman 20 by 23¼ in.; ht. 16 in. ....266 HV 71131

Dresser: 4 drawers; lower 3 have bowed fronts, top one has sliding jewelry tray, second divided for shirts. Top 48 by 21 inches. Base height 36 inches. Hanging Mirror—Plate Glass, hardwood frame, 18¾ by 27½ in. ....266 HV 75292



Vanity

Bench

Chair

High-Poster Bed

Night Stand

American Federal in hand-rubbed Old World Mahogany finish. Rich Honduras Mahogany Veneers on fronts, tops, and ends; solid Mahogany drawer knobs; other surfaces are Mahogany finished Hardwood. Notice the typical rope turned columns. Oak drawers are dovetailed, slide smoothly on center guides. Dust-proof construction throughout. Pay for your new bedroom furniture as you use it; read details of Wards convenient Time Payment Plan on Page 70. Freight and Ordering Information also on this page. Accessories described in Price List under Page 37.

For Prices of Furniture and Accessories see current Price List under Page 37.

Vanity: Top 49 by 19 inches. Base height 30 inches. 7 drawers—center drawer has bow front. Turned feet. Swinging Plate glass mirror, 24 by 29¾ inches overall. ....266 HV 75292  
Bench: Padded 13 by 23½-in. seat covered in Blue Stripe Cotton Damask. Seat removes easily for recovering. Hardwood finished Mahogany. Height 18 in. ....266 HV 75292  
Chair: 15 by 15-in. removable padded seat. Blue Stripe Cotton Damask cover. Overall ht. 33½ in. ....266 HV 75292

High-Poster Bed: 54-inch (Full) width only. Fluted posts, flame type tops. Posts 48½ in. high. ....266 HV 75292

Night Stand: Top 13 by 17 in.; ht. 27 in. Sturdy construction, with drawer and two shelves. ....266 HV 75292

Lamps (on night stands): For details see Page 6. ....266 HV 74027

White Plaster Sconce (above chair): See Page 6. ....266 HV 73130

Credit Terms and Freight Rates in back of Price List.



# French Provincial BEDROOMS



Night Stand

Panel Bed

Night Stand Lamp

Bench

Vanity

Portable Mirror



Dressing Table

Bench

Borrowed from the Provinces of France . . . Normandy, Gascony, Lorraine, Picardy . . . here is the comfort, the simple, graceful design that gives French Provincial furniture its inimitable timeless quality. French Provincial pieces go especially well in Colonial homes and can be mixed with American Colonial styles as well as simpler pieces of 18th Century. Reproduced in the same wood as used in many of the original pieces—Cherrywood Veneers on fronts, tops and sides with other exposed parts of Solid Maple. Balance Hardwood. Available in a rich, hand-rubbed French Provincial Fruitwood (Medium Brown) finish or Traditional French Enamel (a blended finish of Chalk White and Blue). Fine cabinetwork throughout with particular attention given to details. Note the authentic shaped legs and framing on the bed panels. Additional features described on opposite page. Credit Plan and Ordering Information on Page 70.

266 HV 75027—Fruitwood (Medium Brown) finish; 266 HV 75029—French Enamel Finish.

For Prices see current Price List under Page 38.

Night Stand: One shelf and one drawer. Top 13½ by 17 inches. Height 28 inches.

Panel Bed: 54-inch (Full) size only. Height of headboard 46 inches; footboard 29½ inches.

Bench: 25x14½-in. top. Ht. 18 in. Brown and Chartreuse checked Cotton Tapestry cover.

Vanity: 7 drawers with sliding glass cosmetic shelf in upper right hand drawer. Top 19 by 48 inches. Height 29 in. Oval Mirror 35 by 24 in. overall—shaped top, Maple frame.

Dressing Table: 3 drawers. Top 24 by 47½

in. Height 30½ in. Gallery rail on three sides.

Portable Mirror on Dressing Table: Antiqued Gold color top and beading. 18 by 26½ in.

Night Stand Lamps: Old oil type of antiqued Brass and Crystal Hobnail glass. Bright Red with White trim at top of White Net-covered paper parchment shade; 8½ inches in diameter. Red Grosgrain bottom trim. Height 13½ in. . . . .266 HV 74053

Lamps (at left): See Page 67. .266 HV 74087

Accessories described in current Price List.





Chest

266 HV 75027—Fruitwood (Medium Brown) Finish

266 HV 75029—French Enamel Finish

Prices Quoted in current Price List under Page 39.

In addition to the features described on the opposite page, these French Provincial pieces have the shaped and beveled tops, the carved posts and shaped aprons beneath lower drawers, characteristic of that era. Note the graceful front of the Open-End Bed. Drawers are dovetailed front and back for strength; center-guided for easy opening and closing. All interiors are smoothly sanded. Case backs are screwed on. Antiqued Brass finished metal drawer pulls. Plate Glass Mirrors. For Ordering Information and Time Payment Terms see back of current Price List.

Chest: 5 deep drawers for ample storage space. Top 21 by 35 inches. Height 49 in.



Dresser Base

Dresser Mirror

Open-Arm Chair (See Page 11)

Night Stand

Open-End Bed (Twin-Size)

Night Stand Lamp



266 HV 75027—Fruitwood (Med. Brown) fin.  
266 HV 75029—French Enamel Finish

Prices in current Price List under Page 39.

Dresser Base: 3 drawers with Velour-lined compartments for jewelry in top drawer. Top 23 by 45 inches. Height 35 inches.

Dresser Mirror: Shaped top with Traditional raised decoration. 42 by 23½ in. overall.

Night Stand: Described on opposite Page.

Open-End Bed: 39-inch (Twin) width only. Height of headboard 46 in.; height of foot posts 24 in.

Night Stand Lamps: Choice of White, Pink or Blue china base with small floral decoration. Matching ruffle trim around top of White Rayon covered paper parchment shade.....266 HV 74005

Accessories fully described in current Price List under Page 39. See How-to-Order, Freight Information, and explanation of Wards Time Payment Plan on Page 70.



# Regency HOUSE



Chest

Prices quoted in current Price List under Page 40.

Chest: 5 drawers. 50 in. high. Top 19 1/2 by 34 3/4 in. . . . .266 HV 75201

Vanity Lamps: See Page 67 for description. . . . .266 HV 74091

Night Stand Lamp (left): See Pg. 67 for description. . . . .266 HV 74090

See current Price List for Shipping Points, Ordering Information, Freight Rates and Credit Terms.

Vanity      Bench      Canopy Bed      Canopy Drape

Classic Regency period styling . . . in rich hand-rubbed Mahogany Veneer and Beechwood with antiqued old English metal drawer pulls. Dustproof construction—drawers slide easily on center guides. Case backs fitted and screwed on—for better appearance and sturdiness. Shipping Points and Time Payment Terms in current Price List.

Prices quoted in current Price List under Page 40.

Vanity: 7 drawers. Top 48 by 19 in. Base height 30 1/2 in. Hanging Plate glass mirror, 31 by 21 1/2 in. . . . .266 HV 75201

Bench: Blue cotton Damask seat 15 by 24 inches. Height 18 1/2 in. Seat can be removed for recovering. . . . .266 HV 75201

Canopy Bed: 54-in. (Full) width only. Height 79 in. (Canopy drape not included—See below). . . . .266 HV 75201

Canopy Drape: Customer must furnish material. (See Wards General Catalog.) Requires 21 1/2 yds. of 39-in. material. Custom Built to your order. Price stated is for designing and making only. . . . .266 HV 75201

Dresser: Top 48 1/2 by 21 1/2 in. Base ht. 35 in. 3 drawers. Sliding Jewelry tray in top drawer. Hanging Plate glass mirror, 31 by 21 1/2 in. Note fine Brass finish Grill on top of mirror. . . . .266 HV 75201

Panel Bed: 54-in. (Full) or 39-in. (Twin) widths. Height of head and 43 1/2 in.; foot end 27 1/2 in. . . . .266 HV 75201

Lamp. See Page 53 for description of Lamp similar to one shown on Night Stand at right. . . . .266 HV 74050

Prices quoted in current Price List under Page 40.

Night Stand: 2 drawers. Top 17 1/2 by 13 1/4 inches. Height 27 1/2 inches. . . . .266 HV 75201

Chair: Seat Cover of long-wearing Blue cotton Damask. Back 17 inches high from 18 by 14 1/2-inch seat. . . . .266 HV 75201



Night Stand



Chair



Dresser

Panel Bed



# Luxury Fabrics

## FOR YOUR LIVING ROOM

### GRADE A

Let these Decorator Selected Fabrics be your guide for individuality in furnishing your home.

The Colors shown on this page match the actual colors of the fabrics as closely as is possible with modern printing methods.



A-1 Textured Stripe: Closely woven Cotton with monotone stripes of Twill and Crepe weave. Colors: Spruce Green, Burgundy, Gray, Lt. Blue or Mauve. State Fabric, Color.



A-2 Damask: A decorator-type fabric. Tightly woven fine mercerized Cotton; heavier yarn makes small designs stand out. Colors: Burgundy, Larkspur Blue or Mauve. State Fabric and Color.



A-3 Artificial Leather: Finely grained like genuine Leather. Washable. Ideal for desk and pull-up chairs. Colors: Antiqued White, Federal Blue, Dark Red, Spruce Green. State Fabric, Color.



A-4 Multi-Color Cretonne: Gaily patterned closely woven twill weave. Has excellent degree of fastness to sunlight and washing. All-over floral pattern blends Blue, Red and White. State Fabric.



A-5 Diagonal Cord: Decorative Cotton fabric; wear-resisting cord weave in diagonal pattern that softens contour. Colors: Turquoise, Dusty Rose, Reseda Green or Gold. State Fabric and Color.



A-6 Ratine Tapestry: Raised weave of Cotton and Rayon in faintly visible self-stripe. Ideal for Modern and 18th Century. Colors: Beige, French Blue, Larkspur Blue or Burgundy. State Fabric, Color.

### GRADE B

Heavy weight Decorator-styled Fabrics woven of Cotton, some with Rayon in new decorative beauty.

Order by Article Number under the furniture of your choice. Include Fabric Number, Name and Color. Colors read from top to bottom.



B-7 Decorator Stripe: Closely woven satin-weave surface of mercerized Cotton; harmonized 1 1/2-in. stripe. Colors: Cobalt-Brown, Gold, Blue or Burgundy. State Fabric and Color.



B-22 Printed Gabardine: Twill weave Cotton with English type pattern of centered floral bouquets, repeating every 2 1/2 in. Colors: Green-Blue, White or Grayish Green grounds. State Fabric, Color.



B-12 Patterned Damask: Extra heavy lustrous Mercerized Cotton. Typical 18th Century pattern for use on Traditional pieces. Colors: Fuchsia Red, Larkspur Blue or Turquoise. State Fabric and Color.



B-10 Block Weave Tapestry: Raised nubby effect of heavier Cotton yarns woven in 1-in. squares on sturdy Cotton. Ideal for Modern. Colors: Larkspur Blue, Light Gold or Rose. State Fabric and Color.



B-23 Striped Rayon and Cotton: Wide 2 1/4-in. stripes on lustrous satin weave. Smart for Traditional or Modern. Colors: Spruce Green, Cedar, Gray, Hydrangea Blue. State Fabric and Color.



B-24 Modern Tapestry: A smart all Cotton fabric with an irregular pattern weave. Suited to Modern furniture. Colors: Dusty Rose, Apple Green, Larkspur Blue or Gray. State Fabric and Color.

## For Your COLONIAL MAPLE Living Room



MA-31 Textured Plaid Tapestry: Long-wearing heavy Cotton. Colors: Blue and Gray predominating, or Green and Tan predominating. State the Fabric and Color wanted.



MA-32 Rough-Textured Tapestry: A good looking nubby weave, all Cotton Tapestry in smart solid colors. Colors: Light Blue, Tan or Green. Be sure to state the Fabric and Color wanted.



MB-33 Quilted Print: Heavy, closely woven Cotton fabric with all-over Floral pattern on Cotton back. Colors: Burgundy or Green background. Be Sure to State the Fabric and Color wanted.



MB-34 Ribbed Tapestry: A durable all Cotton fabric that will retain a neat appearance. Colors: Spruce Green, Gold, Federal Blue or Coral against Natural background. State Fabric and Color.



MA-30 Floral Panel Tapestry: A handsome Cotton print in a multi-colored floral pattern. The large figure gives new distinction to the room in which you place it. Only in Blue background. State Fabric.



MB-35 Striped Cotton Tapestry: Neat all Cotton fabric with nubby weave. 1 1/2-inch stripe in contrasting color. Colors: Tea Rose or Turquoise. Be sure to state Fabric and Color wanted.



# Luxury Fabrics

## FOR YOUR LIVING ROOM

### GRADE C

Longer wearing, extra heavy, textured and pile fabrics of true distinction.

The Colors shown on these pages match the actual colors of fabrics as closely as is possible with modern printing methods.



C-15 Small Figured Brocatelle: Closely woven mercerized Cotton with small self-toned Shell pattern in high relief. Colors: Reseda Green, Rose-Rust, Hydrangea Blue, Burgundy. State Fabric, Color.



C-21 Chevron Tapestry: Herringbone weave of wear-resisting Cotton, with 20% self-color Mohair for glint and extra wear. Colors: Gold, Larkspur Blue, Burgundy, Apple Green. State Fabric, Color.



C-16 Satin-Stripe: Alternating 1-in. stripes of lustrous mercerized Cotton and diagonal textured Cotton. Stripes matched in upholstering. Colors: Burgundy, Reseda Green or Gold. State Fabric, Color.



C-17 Brocade Tapestry: Attractive ribbon pattern of heavy Rayon yarns with nubby textured Cotton filling yarns. Colors: Reseda Green, Mauve, Larkspur Blue, Burgundy. State Fabric and Color wanted.



C-25 Mohair Boucle Frieze: Loop Pile surface of 50% Mohair, 50% Cotton. Moth-Resistant. Colors: Dusty Rose, Larkspur Blue, Apple Green, Burgundy, Federal Blue. State Fabric and Color.



C-26 Multi-Color Tapestry: Floral pattern in yarn-dyed colors on Cotton Tapestry. Beige ground with pattern in Green, Brown and Pastel Floral shades. State Fabric.

### GRADE D

Luxurious deep Pile Fabrics and expensive Flat Weaves of unusual character.

Order by Article Number under the furniture of your choice. Include Fabric Number, Name and Color. Colors read from top to bottom.

### GRADE E Genuine Leather



D-27 Brocatelle: Smart high-relief diamond pattern in lustrous Rayon and Cotton in extra sturdy backing. Colors: Larkspur Blue, Tea Rose or Spruce Green. State Fabric and Color wanted.



D-18 Colorfast Velour: Deep lustrous Cotton pile woven to stay upright, locked into a heavy Cotton back. Colors: Coral, Spruce Green, Red, Green-Blue. State Fabric and Color.



D-28 Matelasse Tapestry: Raised pattern of floral sprays in a satiny weave gives a quilted effect on heavy corded cotton ground. Colors: Gray, Reseda Green, Tea Rose. State Fabric, Color.



D-20 100% Angora Mohair: Longest wearing of all fabrics. Mohair pile with not less than 225 tufts to the sq. in. Moth-resistant. Colors: Burgundy, Green-Blue, Mauve, Federal Blue. State Fabric, Color.



D-19 High Pile Frieze: Uncut loop pile, 50% Mohair, 50% Cotton, in Cotton back. Moth-resistant. Colors: Federal Blue, Turquoise, Rose-Rust, Green-Blue, Burgundy. State Fabric and Color.



D-29 Top Grain Leather: Top cut of hide . . . soft and pliable . . . finely grained. Colors: Reseda Green, Antiqued White, Chinese Red, Federal Blue. State Leather and Color.

## For Your FRENCH PROVINCIAL Living Room



FP-36 Printed Cretonne: For use on all French Provincial furniture. Small gay Floral pattern of blending colors on Light Blue or Yellow background. Be sure to State Fabric and Color wanted.



FP-39 Quilted Chintz: Adapted from fabrics used on original period pieces. All Cotton, woven to give puffed quilted effect. Colors: Burgundy, Yellow or Alice Blue. State Fabric and Color wanted.



FP-37 Toile de Jouy: Pictorial print on Cotton after the manner of the original prints made in Jouy, France. Colors: Burgundy or Reseda Green on light background. State Fabric and Color.



FP-40 Provincial Plaid: Sturdy "linen like" Cotton woven in blending plaid on Beige Cotton background. Colors: Burgundy or Apple Green. Be sure to state Fabric and Color wanted.



FP-38 Provincial Tweed: Rough "tweedy" Cotton—blends beautifully with other fabrics in this group. Colors: Hydrangea Blue, Burgundy or Apple Green. State Fabric, Color.



FP-41 Quilted Print: Heavy, closely woven Cotton. Allow small Floral pattern on Apple-Green or Burgundy background. For any Provincial Piece. State Fabric and Color.



introducing modern american in related groupings

Furniture for your entire home . . . styled by one of America's foremost designers . . . shown on Pages 43 to 47, 50, and 51. Woods used are Solid Mahogany, Mahogany Veneers, and Solid Maple, all finished Toast color. Time Payment Terms and Ordering Information on current Price List. For Free Decorating Service see Page 69.



Prices quoted on current Price List under Page 43.

Bookcase: Mahogany Veneered top, sides, shelves; legs Solid Maple; plywood back. Toast color finish. Ht. 38½ in. Top 33½ by 13 in. Shown also below at right...266 HV 73150

Baroque Mirror: Chalk White Enamel finish on molded frame. 13 by 24¼ in. Plate Glass.....266 HV 74723

Cocktail Table (at right): Mahogany Veneer top; removable Plate glass inset. Legs solid Maple. Toast color finish. Ht. 16½ in. Top 36 by 20 inches.....266 HV 73157



Sofa Cocktail Table (listed at left) Lounge Chair

For Prices see current Price List under Page 43.

Sofa: Comfortable lounging back, with soft, loose pillows filled with 25% Down, 75% Feathers. T-shaped reversible innerspring seat cushions. Moss filling. Solid Mahogany front legs. Hardwood frame. Hand-tailored and welted. Shown in Grade B-24 Modern Tapestry. Length 77 inches; seat 69 by 22 inches; height 35 inches. Arm height 23 inches.

Lounge Chair: Same fine construction as sofa. Shown in Grade C-21 Chevron Tapestry. Width 30 inches; seat 20 by 22 inches. Height 35 inches; arm height 23 inches.

Both Lounge Chair and Sofa available with Down and Feather seat cushions at moderate additional cost. For Time Payment Terms and Ordering Information see current Price List.

266 HV 70068—Sofa or Lounge Chair in your choice of any Grade A Fabric (See Page 41).

266 HV 70069—Sofa or Lounge Chair in your choice of any Grade B Fabric (See Page 41).

266 HV 70070—Sofa or Lounge Chair in your choice of any Grade C Fabric (See Page 42).

266 HV 70071—Sofa or Lounge Chair in your choice of any Grade D Fabric (See Page 42).

Lamp (shown on Lamp table above): Described on Page 66.....266 HV 74074

Cut-to-Fit Plate Glass Mirror (over fireplace): See description on Page 46. Accessories are fully described in current Price List under Page 43.



Pouf Chair Lamp Lamp Table

For Prices see current Price List under Page 43.

Pouf Chair (above): For Living Room or Bedroom. Spring-filled seat and back, button-tufting. Casters. Shown in Grade A-1 Textured Stripe. Size: Seat 24 by 20 in. Chair height 32 in. 266 HV 71080—In any A Fabric; 266 HV 71081—In any B Fabric; See Page 41.

266 HV 71082—In any C Fabric; 266 HV 71083—In any D Fabric; See opposite Page.

Lamp Table (above): Mahogany Veneered top and shelves. Balance Solid Maple. Toast color finish. Top 21 by 21 in. Height 26¼ in.....266 HV 73151

Lamp (above): Indirect Lighting. Blonde Maple finished hardwood base; Honey Brass electroplated center band. Tan fabric on Paper Parchment shade. Height 22 inches..266 HV 74011

Pull-Up Chair (at right): Solid Maple in Toast Color finish. Spring filled seat 19 by 21 in. Shown in Grade A-6 Ratine Tapestry. Height 34 inches. Width 25 inches. 266 HV 71084—In Grade A Fabric (Page 41); 266 HV 71085—In Grade B Fabric (Page 41).

Bookman's Corner (at right): See Bookcase at top of page for construction details. Corner Case 37 inches long on each wall. End case, sides extend 13 inches along wall.

Corner Case: 27½ in. deep..266 HV 73154; End case: State right or left end..266 HV 73153

For convenient Time Payment Terms and Freight Rates see back of current Price List.



Pull-up Chair Bookcase End Case (See Top of Page) Corner Case



Wood Furniture on this and opposite page designed to harmonize with Modern American Dining Room and Bedroom Furniture on Pages 46, 47, 50, 51. Credit Terms, Freight Rates in back of Price List.

Prices quoted in current Price List under Page 44.

Lounge Chair: Smartly styled to match Sofa on opposite page. T-shaped reversible spring-filled seat cushion. Solid Mahogany front legs. Hardwood frame. Toast color finish. Shown in Grade B-10 Block Weave Tapestry. Also available with Down-and-Feather seat cushion, at small additional charge. Size: Width 29 in., seat 21 by 23 in. Height 34 in.

Ottoman: Attached spring-filled cushion; innerspring base. Solid Mahogany legs, Toast color finish. Top 29x29 in. Ht. 18 in.

Fabrics listed by Grades and shown in actual Colors on Pages 41, 42.

266 HV 71088—Lounge Chair or Ottoman in Grade A Fabrics, Page 41.

266 HV 71089—Lounge Chair or Ottoman in Grade B Fabrics, Page 41.

266 HV 71090—Lounge Chair or Ottoman in Grade C Fabrics, Page 42.

266 HV 71091—Lounge Chair or Ottoman in Grade D Fabrics, Page 42.

Side Chair: Mahogany Veneers and hardwood . . . Toast color finish. Coil spring suspended web seat for added comfort. Covered in longwearing two-tone Light Blue Diamond patterned Cotton Tapestry. Back 15½ in. high from 19x17-in. seat. See Price List. . . . .266 HV 77319

Breakfront Secretary: Mahogany Veneered fronts, sides and shelves. Legs Maple. Toast color finish. Adjustable shelves, 2 in top, 2 in base cupboards. 4 drawer-effect; top one pulls down for desk. Fingertip pull-out grooves. 45 inches wide by 15¼ inches deep. Height 67 inches. See current Price List. . . . .266 HV 73158



Ottoman

Lounge Chair



Side Chair

Breakfront Secretary

**modern american for the 20th**



Round Lamp Table

Left End Section

Center Section

Corner Section

Right End Section

Cocktail Table

Sectional Sofa . . . use it as shown, as a Love Seat or as individual Lounge Chairs. Solid Mahogany front legs, Toast color finish. Hardwood frame. Reversible spring-filled seat cushion; spring-filled back. Shown in Grade B-10 Block Weave Tapestry. Also available with Down-and-Feather Seat Cushion, at additional charge. See current Price List. Fabrics, Colors, Pages 41, 42.

End Section: Width 27 in.; seat 23¼ by 22 in. Arm Ht. 23 in. Ht. overall 31 in. See Price List.

Center Section: Width 25 in.; seat 21¼ by 22 in. Height 31 in. No arms. See current Price List.

Corner Section: Width 30 in.; seat 22 by 22 in. Height 31 in. No arms. See current Price List.

266 HV 70072—Any Section in Grade A Fabrics

266 HV 70073—Any Section in Grade B Fabrics

266 HV 70074—Any Section in Grade C Fabrics

266 HV 70075—Any Section in Grade D Fabrics

Tables: Beautifully styled to harmonize perfectly with the living room furniture on these two pages.

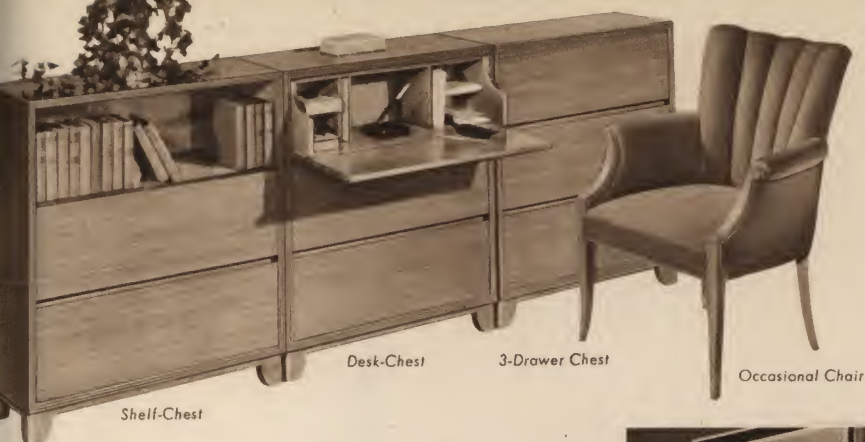
Rich Mahogany Veneered tops and aprons; balance Solid Maple. Toast color finish.

Round Lamp Table: Top 22¾ in. in diameter. Height 26½ in. Shelf for magazines. . . . .266 HV 73155

Cocktail Table: Removable set-in Glass top. Top 36 by 20 inches. Height 16½ in. . . . .266 HV 73157

Table Lamp: Natural finished Bamboo base. See Page 66 for complete description. . . . .266 HV 74042





For Prices see current Price List under Page 45.

Chests: Use for Living Room, Bedroom or Study. Fronts, tops and sides Mahogany Veneer; bases Maple. Toast color finish. Structural parts Hardwood. Drawers slide easily on center guides; have dustproof panels. Easy-to-grasp fingertip grooves under each drawer. Tops 33½ by 13 in. Height 38½ in.

Shelf Chest: Use top shelf for books, etc. 2 large drawers. . . . . 266 HV 73160

Desk Chest: Top drawer pulls down, slides out forming 12½ by 31-in. writing bed. Desk section has two drawers, compartments for bills, etc. . . . . 266 HV 73152

3-Drawer Chest: See Prices on current Price List under Page 45. . . . . 266 HV 73161

Occasional Chair: Smart, modern design . . . gives the utmost in comfort . . . takes little space. Use with 18th Century Furniture, too. Shown in Grade A-6 Ratiné Tapestry. Solid Mahogany frame in choice of Toast color finish or Brown Mahogany. Seat 20 by 19 in. Height 36 in. Fabrics and Colors on Pages 41, 42.

266 HV 71121—Any Grade A Fabric.      266 HV 71122—Any Grade B Fabric.

266 HV 71123—Any Grade C Fabric.      266 HV 71124—Any Grade D Fabric.

Sofa: Spring-filled back slopes at just the right angle for utmost lounging comfort. Rounded back corners flow into arms for pleasing decorative effect. Reversible spring-filled seat cushions. Hardwood frame. Casters for easy moving. Shown in Grade A-6 Ratiné Tapestry. Size: Length 77 in.; seat 69 by 22 in. Height 30 in. Arm Height 23½ in. See Fabrics in actual Colors on Pages 41 and 42.

Lounge Chair: Same fine construction as Sofa. Shown in Grade B-24 Modern Tapestry. Size: Width 30 in.; seat 22 by 22 in. Height 32 in. Arm height 21½ in. Fabrics in actual Colors on Pages 41, 42.

Both pieces available with Down-and-Feather Seat Cushions at additional charge. For Prices see current Price List under Page 45.

266 HV 70076—Sofa and Lounge Chair in any Grade A Fabric.

266 HV 70077—Sofa and Lounge Chair in any Grade B Fabric.

266 HV 70078—Sofa and Lounge Chair in any Grade C Fabric.

266 HV 70079—Sofa and Lounge Chair in any Grade D Fabric.

Cocktail Table: Mahogany Veneer top; removable Glass inset. Legs Solid Maple. Toast color finish. Top 27½ in. in diameter. Height 15½ in. Price in current Price List under Page 45. . . . . 266 HV 73156

Lamp Table fully described on Page 43. . . . . 266 HV 73151

Table Lamp fully described on Page 66. . . . . 266 HV 74074

Credit Terms and Freight Rates in back of current Price List. "How-to-Order" explained on Page 70. Decorative accessories described in current Price List.



Sofa      Cocktail Table      Lamp Table      Lounge Chair

**century living room**



Pull-Up Chair      Desk

For Prices see current Price List under Page 45.

Pull-up Chair: Solid Maple frame, finished Toast color. Spring seat on web base for added comfort. Moss filling. Decorative welting on back. Shown in Grade A-6 Ratiné Tapestry. Width 23½ in.; seat 19½x20 in. Ht. 31 in. Fabrics listed by grades and shown in actual Colors on Page 41.

266 HV 71092—Any Grade A Fabric.      266 HV 71093—Any Grade B Fabric.

Desk: Mahogany Veneered top, front and sides. Maple legs; balance Hardwood. Toast color finish. 9 drawers. Drawers have dustproof panels, center guides. Easy-to-grasp fingertip grooves under each drawer. Top 46x23 in. Knee-hole 26 in. wide. Entire height 30 in. See current Price List. . . . . 266 HV 73159

Table Lamp fully described on Page 66. . . . . 266 HV 74042

Sofa: Forms harmonious Living Room Group with Matching Chair and Ottoman on opposite page. Trim modern lines. Comfortable spring-filled reversible seat cushions. Moss and Cotton padding. Solid Mahogany front legs. Toast color finish. Hardwood frame. Shown in Grade D-27 Brocatelle. Length 76 in.; seat 67 by 23 in. Ht. 31 in. Arm ht. 23½ in. Also available with Down-and-Feather seat cushions at additional charge. Fabrics and Colors listed by Grades on Pages 41 and 42. Prices quoted in current Price List under Page 45.

266 HV 70080—Grade A Fabrics.      266 HV 70081—Grade B Fabrics.

266 HV 70082—Grade C Fabrics.      266 HV 70083—Grade D Fabrics.

White Plaster Sconces: [shown over Sofa]. See Page 6. . . . . 266 HV 73130



Sofa





Side Chair

Pedestal Table

Credenza Buffet

Arm Chair

Mirror



Distinguished Modern group . . . captures the graceful simplicity of contemporary design. Choice of rich Mahogany Veneers finished Toast Color . . . or Pin Stripe Walnut Veneers. Solid Maple bases and moldings; structural parts Hardwood. Note how the reeding detail on table edge is echoed on front of Buffet. Drawers are dovetailed for strength; slide easily on center guides. Dustproof construction. Easy-to-grasp fingertip grooves under each drawer. Group includes Dinette Buffet and Table for the smaller size room and China Cabinet for use with either group (see opposite page). For Wards Convenient Time Payment Terms and Ordering Information see current Price List.

266 HV 77319—Mahogany finished Toast color; 266 HV 77321—Walnut

For Prices see current Price List under Page 46.

Side Chair: Backs gracefully bent and shaped for comfort. Coil spring "Seng-Web" seat for added comfort. Covered in long-wearing two-tone Light Blue diamond-patterned Cotton Tapestry. Back 15½ in. high from 19 by 17-in. seat.

Pedestal Table: (shown also in small view at right above): 40 by 26-in. top measures 40 by 54 in. with drop leaves raised; extends to 40 by 96 in. with three 14-in. leaves.

Credenza Buffet: Top 60 by 19 in. Height 35 in. 4 large drawers; section of top drawer partitioned and lined for silver. Cupboard at each end. Mirror not included (see below).

Arm Chair: Bentwood arms. Same seat cover and comfortable "Seng-Web" seat construction as Side Chair. Back 16¾ in. high from 21½ by 18-in. seat.

Leg Table: Top 42 by 60 in. Extends to 42 by 96 in. with three 12-in. leaves.

Plate Glass Mirror: Cut to any size you need from 4 square feet to 25 square feet. ½-inch beveled edge. Holes and rosettes for attaching to wall. Minimum width 12 in., maximum length 72 in. See Price List. 266 HV 74728—Mirror from 4 to 7 sq. feet.

266 HV 74729—Mirror from 7 to 15 sq. feet. 266 HV 74730—Mirror from 15 to 25 sq. feet.



Leg Table





***modern american***  
***for full or junior size***  
***dining room***

China Cabinet (Shown in Pin Stripe Walnut)

Side Chair (Shown in Pin Stripe Walnut)



Dinette Buffet



Dinette Table

For the Modern Dinette—same construction and finish as Group on opposite page. Choice of Mahogany or Walnut Veneers. China Cabinet and Chairs may be used with either group. Turn to Page 70 for information concerning Wards Time Payment Plan—Page 69 for Free Decorating Service. Freight Rates given in back of Price List.

266 HV 77319—Mahogany (Toast color finish); 266 HV 77321—Walnut  
Prices quoted in current Price List under Page 47.

Dinette Buffet: Top 48 by 18 in. Height 34 in. Large cupboard at each end, 4 drawers; top drawer partitioned and lined for silver.

Dinette Table: Top 32 by 46 in.; measures 32 by 56 in. long when extended with one 10-inch leaf.

China Cabinet: Size 37 by 16 1/4 in. Height 66 1/4 in. Top has sliding glass doors, two adjustable shelves. Base has one drawer and large two-door cabinet with one shelf. Suitable for use in regular large-sized dining room or dinette.

Side Chair: Fully described on opposite page.



Beautiful Limed Oak (light Taffy color)—the popular finish for the modern home. Excellent construction in sturdy Oak; 5-ply tops and fronts, 3-ply ends. Table top is extra heavy for strength and rigidity. All drawers dovetailed; center guides for easy opening. Modern concealed drawer pulls. Buffet and Table come in junior sizes for the smaller dining room. All chairs have comfortable coil spring web seat construction. Use Wards convenient Time Payment Plan—see Page 70. Free Decorating Service explained on Page 69.

For Prices see current Price List under Page 48.

Credenza China Cabinet: Top 36 by 17 in. Ht. 62 in. Base has 1 drawer, 2-door cupboard, 2 shelves in top grooved for plates. For regular or smaller room.....266 HV 77318  
 Junior Table: Top 36 by 52 in. extends to 64 in. with one 12-inch leaf.....266 HV 77318  
 Side Chair: Back ht. 17 in. from 17¾ by 15¼-in. seat; heavy-textured Blue and Beige Cotton Tapestry.....266 HV 77318  
 Credenza Buffet: Top 60 by 20 in. Height 35 in. 4 drawers—1 top drawer partitioned and lined for silver. Cupboard on each side with 1 shelf in each.....266 HV 77318  
 Junior Buffet: Like above. Top 48 by 18 in.....266 HV 77318  
 96-inch Table: Top 40 by 60 in. extends to 96 in. with three 12-inch leaves.....266 HV 77318  
 72-inch Table: Top 40 by 60 in. extends to 72 in. with one 12-inch leaf.....266 HV 77318  
 Arm Chair: Back height 17 in. from 20¾ by 16¾-in. seat. Same seat covering as Side Chair.....266 HV 77318  
 Mirror: Plate Glass. Natural Bamboo Finish on hardwood frame. Size 27 by 37 in. overall.....266 HV 74719

Junior Buffet



Mirror



Credenza China Cabinet

Junior Table

Side Chair

## *limed oak veneers for the modern home*

Credenza Buffet

Arm Chair

Table

Side Chair







Vanity

Bench

Chair

Panel Bed

Livable serviceable Oak in Limed Oak finish (light Taffy color)—ideally suited to the modern home. 5-ply Oak Veneered tops, fronts, 3-ply ends. Solid Oak Bases. Dovetailed drawers with Oak interiors; center guides for easy gliding. Dustproof construction throughout. Wood pulls. Metal floor glides. See Page 70 for Credit Plan.

For Prices see current Price List under Page 49.

Vanity: Size 49x19 in. Side ht. 25½ in. Beveled Plate glass mirror, 44 in. diam. 5 drawers; jewelry tray in top drawer.....266 HV 75022  
Bench: Rose patterned Cotton Tapestry seat 14 by 22½ in. Height 18 in.....266 HV 75022  
Chair: Back 16 in. high from 16x18-in. seat

Rose pattern Cotton Tapestry...266 HV 75022  
Panel Bed: 54-in. (Full) or 39-in. (Twin) width. Head 36½ in. high; foot 22¾ in. 266 HV 75022  
Lamp on Vanity: see Price List..266 HV 74034  
Bow-Knot Lamp on Night Stand fully described on Page 67.....266 HV 74033

Chaise Longue



Chest



Dresser



Night Table

For Prices see current Price List under Page 49.

Chaise Longue: Truly luxurious comfort. Fine tailoring and workmanship throughout. Sag-proof spring construction in seat and back thickly overlaid with Kapok and Cotton filling. Curved form-fitting back. Deeply tufted. Cover is Cotton and Rayon Damask in modern Novelty weave. Tailored Valance all around. Available in Gray, Rose, or Turquoise. Size: Overall length 58 in. Width 26 in. Height 32 in. Inside length 48 inches.....266 HV 71135

Dresser: Top 46 by 21 in. Base ht. 33½ in. 3 drawers; sliding jewelry tray in top drawer. Beveled edge Plate glass mirror, 32 by 34 in.....266 HV 75022

Chest: Top 34 by 19 in. Height 50¾ in. 5 large drawers . . . Convenient Shirt Divider in middle drawer..266 HV 75022

Night Table: Top 14 by 16 in. Height 24½ inches. 2 drawers.....266 HV 75022

For Accessories and Shipping Information see current Price List under Page 49. Convenient Time Payment Terms and Freight Rates in back of Price List.





***modern american***  
***for the 20th century bedroom***



Upholstered Headboard Bed

Night Table

Bench

Drop-Center Vanity



Chest-on-Chest

Chair

Bleached Mahogany Veneers in hand-rubbed Toast Color finish enhance the beauty of this distinctive Modern group—harmonizes with dining room and living room groups on Pages 43 to 47. Aqua Blue upholstered headboard of bed offers delightful color contrast. Panel removes so you can cover to match draperies or bedspreads.

Tops, fronts and ends of Mahogany Veneers; bases and moldings Solid Maple. Balance Hardwood. Drawers, dovetailed for strength, are fully dustproof, slide easily on center guides. Easy-to-grasp fingertip grooves under each drawer serve as drawer pulls . . . in the modern manner. Time Payment Terms and Freight Rates in back of current Price List. "How-to-Order" on Page 70.

For Prices see current Price List under Page 50.

Upholstered Headboard Bed: 54-in. (Full) width only. Removable headboard panel 18 in. high upholstered in soft Aqua Blue Cotton Weave fabric. Entire height of head board 36 $\frac{3}{4}$  in. . . . 266 HV 75235  
Bench: Seat 14 by 27 in. covered in soft Aqua Blue Cotton Weave—matches headboard of bed. Seat removes for ease in recovering. Height 18 in. . . . 266 HV 75235  
Drop-Center Vanity: Center drawer, 6 side drawers. Top 18 by 48 in. Ht. at sides 27 in. Ent. ht. 63 $\frac{3}{4}$  in. 40x44-in. Plate glass mirror; beveled edge. . . . 266 HV 75235  
Chest-on-Chest: 5 drawers. Top 19 by 36 inches. Height 52 inches. . . . 266 HV 75235  
Chair: Seat cover in two-tone Light Blue diamond patterned Cotton Tapestry. Seat 19 by 17 in. Height of back from seat 15 $\frac{1}{2}$  in. . . . 266 HV 77319  
Tale Lamps on Vanity: See Price List. . . . 266 HV 74034  
Night Table described on Opposite Page; 266 HV 74033 Night Table Lamp, Page 67.





Bench

9-Drawer Vanity

For Prices see current Price List under Page 51.

Bench: Seat 14 by 27 in. covered in soft Aqua Blue Cotton Weave to match upholstered headboard of bed on opposite page. Seat removes for ease in recovering. Height 18 in. ....266 HV 75235

9-Drawer Vanity: Top 17½ by 46 in. Ht. 27 in. Beveled edge Plate glass hanging mirror, 33½ by 37½ in., with Maple frame. ....266 HV 75235

Vanity Lamps: See current Price List. ....266 HV 74034

Chest: Top 20 by 34 in. Height 45 in. 4 drawers. ....266 HV 75235

Chair: Fully described on opposite page. ....266 HV 77319

Wards Staff of Interior Decorators designed all rooms shown in this book. They will be pleased to assist you in restyling your rooms for Hallmark Quality Furniture. Turn to Page 69 for information concerning this free professional service. Convenient Credit Terms and Freight Rates on current Price List.



Chest



Panel Bed

Night Table

For Prices see current Price List under Page 51.

Panel Bed: 54-in. (Full) or 39-in. (Twin) widths. Head end 36¾ in. high; foot end 23¾ in. ....266 HV 75235

Night Table: 1 drawer. 2 shelf spaces. Top 14 by 16 in. Height 26½ in. ....266 HV 75235

Lamp on Night Table fully described on Page 66. ....266 HV 74042

Dresser: Top 20 by 44 inches. Base height 32½ inches. Beveled edge Plate glass hanging mirror, 33½ by 33½ inches, with Maple frame. 3 drawers. ....266 HV 75235

For details of Wards convenient Time Payment Plan see Page 70. Refer to same page for information concerning Shipping and "How to Order." Wards guarantee complete satisfaction on all furniture bought from this book—read about Wards seventy year old Guarantee on Page 1.



Dresser





Night Stand

Bed

Table Lamp

Chair

Bench

Vanity

Vanity Lamp

Architectural grace in modern design . . . with the quality furniture accent of shaped Bow Fronts on dresser, chest, vanity, night stand, and footboard of bed. Choice of two finishes: Bleached Mahogany (toast color) or Walnut (see dresser). Full frame construction with choice of Mahogany Veneers or Walnut Veneers on fronts, sides and tops. Balance Solid Walnut or Solid Mahogany. Dustproof construction. Drawers slide easily on center guides. Easy-to-grasp fingertip grooves on sides of each drawer replace drawer pulls. Drawers dovetailed for strength, with finished Oak sides, backs and bottoms. Concealed casters on all large pieces. See Page 70 for "How-To-Order." Freight Rates and Time Payment Terms in back of current Price List.

266 HV 75017—Walnut. . . 266 HV 75018—Bleached Mahogany.

Prices quoted in current Price List Under Page 52.

Night Stand: One drawer with large cupboard space below. Top 15 by 16 in. Height 25 in.

Bed: 54-in. (full) or 39-in. (twin) width. Height of headboard 39½ in.; height of footboard 23½ in.

Chair: Slip seat 15 by 17 in., covered in Blue and White cotton Tapestry . . . easily removed for recovering. Overall height 28¾ in.

Bench: Removable slip seat 16 by 22½ in., covered in Blue and White figured cotton Tapestry. Matches seat of chair. 17 in. high.

Vanity: 5 drawers. Jewelry tray in center drawer. Top 19 by 49 in. Base height 27 in. 42-in. diam. beveled edge Plate glass mirror.

Dresser: 3 drawers. Two shirt dividers and jewelry tray in top drawer. Top 21 by 46 in. Base height 35 in. Round, 32-in. beveled edge Plate glass mirror.

Chest: 5 drawers. Shirt divider in second drawer. Top 21 by 36 in. Height 52 in.

Table Lamp (on night stand): "Wheat-tone" color column. Brushed Honey colored Brass base with matching metal cap over top of shade. Height 21 inches. Madagascar Tan fabric over paper parchment shade; 16 in. in diam. . . . 266 HV 74010

Vanity Lamp: 1 jewelry brass and 2 crystal tubes combined for stem. Weighted Brass color metal base. 16 in. high. Handsewn Tan Silk Taffeta shade, 7 in. diam. Sold in pairs only. . . 266 HV 74009

Tole Lamp (on Dresser). See Price List. . . . 266 HV 74034

**walnut**  
**or**  
**bleached**  
**mahogany**  
**veneers**



Dresser (Shown in Walnut)



Chest (See Page 43 for Poul Chair Above)





Lamp

Night Stand

Chest

Distinctive smartness in the modern mode . . . in a choice of two rich finishes—Walnut or Light Oak (champagne color). Fronts, tops and ends 5-ply Walnut or Oak Veneers; balance Solid Hardwood or Oak. Note the bow fronts on Chest, Vanity and Dresser. Mahogany drawer interiors, dovetailed, center guided . . . full dustproof construction. Smart drop style, brass finish metal drawer pulls. Concealed casters on large pieces; metal glides on beds. Remember you may use Wards usual convenient Time Payment Plan. See Page 70 for complete explanation. Ordering and Freight Information fully explained on Page 70.

266 HV 75053—Walnut Finish . . . 266 HV 75054—Light Oak (champagne color)  
 For Prices see current Price List under Page 53.  
 Night Stand: 3 drawers. Top 14½ by 16¾ in. Height 26½ in.  
 Chest: 5 drawers—shirt divider in 3rd drawer. Top 36 by 21 in. Height 49½ in.  
 Vanity: 6 drawers. Plate glass cosmetic shelf. Top 52 by 18¾ in. Base height 26 in. Full vision, beveled edge Plate glass mirror extends down to shelf 5 in. from floor—Size: Upper section 46 by 34 in.; lower section 20 by 24 in.  
 Bench: Seat 26 by 14½ in. covered in heavy Beige Cotton Tapestry. Height 17 in.  
 Lamp on Night Stand above: Deeply embossed swirl design on Leather covered base. Leather binding on antiqued paper parchment shade. Indirect light. Height 23 inches. Choice of Tan, Ivory, Burgundy or Dark Green . . . 266 HV 74076  
 Decorative Accessories fully described in current Price List under Page 53.



Vanity

Bench

Bed

Crystal Base Lamp

Baroque Mirror

Slipper Chair



Dresser (Shown in Light Oak)

266 HV 75053—Walnut Finish  
 266 HV 75054—Light Oak (champagne color)  
 Prices in current Price List under Page 53.  
 Bed: 54-in. (full) or 39-in. (twin) widths. Height of head end 36½ in.; foot 24 in.  
 Dresser: Top 45½ by 22 in. Base ht. 35 in. Plate Glass mirror 32 by 32 in. 3 drawers.  
 Slipper Chair: Button-tufted back and seat . . . Heavily padded for comfort. Coil spring seat; Kapok and Cotton filled back. Sturdy kiln-dried Birch frame. Covered in solid color Cotton Tapestry in Rose, Light Blue, Maize or Coral . . . trimmed with contrasting welts. Inverted kick pleat at corners. Seat 26½x21½ in. Ht. of back from seat 21 in. Ent. ht. 34 in. . . 266 HV 71136  
 Baroque Mirror (over Slipper Chair). Chalk White Enamel finish on molded frame. 13 by 24¼ in. overall. Plate glass . . . 266 HV 74723  
 Crystal Base Lamp (on Night Stand at left). Heavy White cord fringe completely covers Pale Yellow paper parchment shade. Cut Crystal base with sparkling swirl embossed glass stem. Height 28 in. . . 266 HV 74050



***fine  
modern  
in  
walnut***



Chest



Vanity

Bench

Night Stand

Night Stand Lamp

Panel Bed

266 HV 75052—Butt Walnut. 266 HV 75215—Pin Stripe.  
Prices quoted in current Price List under Page 54.  
Chest: 5 drawers. 2 shirt dividers in second drawer.  
Top 20 by 37 in. Height 49 in.

Dresser: 3 drawers. 2 jewelry trays and one shirt  
divider in top drawer. Top 21 by 46 in. Base ht.  
34 in. 32 in. diam. Plate glass beveled edge mirror.  
Chair: Solid Walnut with Beige cotton Tapestry  
upholstered back and seat, 15 by 17½ in. Ht. 33 in.

Dresser Lamps: Bright brass color and crystal stems.  
16 in. high. Handsewn Tan Silk Taffeta shade. 7 in.  
diam. Sold in Pairs only. . . . . 266 HV 74009

Dresser

Dresser Lamps



Chair

The simple beauty of modern design in Walnut Veneers and Solid Walnut with a rich depth of color created in hand-rubbed surfaces. Choice of 2 finishes—Butt Walnut Veneer fronts with Pin Stripe sides and trim (shown in room scene and on chest) or all Pin Stripe Veneer tops, fronts and sides (shown on dresser). Drawers slide easily on center guides; have "easy-to-grasp" undercut drawer pulls; are dovetailed for strength with finished Cherry wood sides and backs, and Mahogany bottoms. Concealed casters enable you to move this heavy furniture with ease. Freight Rates and Credit Terms in back of current Price List. See Page 70 for "How-to-Order."

266 HV 75052—Butt Walnut. 266 HV 75215—Pin Stripe.  
Prices quoted in current Price List under Page 54.

Vanity: Top 19 by 54 in. Base ht. 25¼ in. 6 drawers. Full Vision, beveled edge Plate glass mirror extends down to shelf 3½ in. high from floor. Size of mirror: Upper section 38 by 44 in.; lower section 21 by 26 in. Plate Glass shelf for cosmetics.

Bench: Beige Cotton Tapestry upholstered seat, 18 in. in diameter. Height 18 in. Comfortable, shaped back.

Night Stand: 3 drawers. Top 15 by 17 in. Height 24¾ in.

Important: State Stand for Left or Right when facing bed.

Panel Bed: 54-in. (full) or 39-in. (twin) width. Footboard 22¾ in. high; headboard 36¾ in. high.

Night Stand Lamp: "Wheat-tone" color column. Brass color base and cap on shade. Ht. 21 in. Madagascar Tan fabric over paper parchment 16-in. shade. . . . . 266 HV 74010





Table Lamp

Chair

Night Stand

Bed

*B*EDROOM beauty in the smart modern mode . . . simply designed in a choice of two finishes. Prima Vera (light wood) which has Veneered tops, fronts and ends with Mahogany posts, base and drawer rails . . . straw colored bleached finish . . . or Walnut finish (shown on dresser) which has Butt Walnut Veneer fronts, striped Walnut veneered tops and sides; base and drawer rails Walnut. Balance hardwood. Shaped bow fronts on chest, dresser, night stand and footboard of bed. Drawers have dustproof construction; slide easily on center guides. Hand-rubbed to a satin luster. Concealed casters. For Time Payment Terms and Freight Rates see back of current Price List. "How-to-Order" Pg. 70.



Pouf Chair

Chest



Vanity

Bench

Tole Lamp

266 HV 75216—Prima Vera . . . 266 HV 75217—Butt Walnut  
Prices quoted in current Price List under Page 55.  
Vanity: Top 19 by 51 in. Base ht. 24 3/4 in. 6 drawers. Full vision, beveled edge Plate glass landscape mirror extends down to shelf 5 in. from floor. Size: Upper section 34 by 46 in., lower section 19 by 21 in. Plate glass cosmetic shelf.  
Bench: Revolving top covered in Blue cotton Tapestry. Height 18 in. Top easily removed for recovering if desired.  
Dresser (Shown in Butt Walnut): 3 drawers. Top 21 by 46 in. Ht. of base 34 3/4 in. Tilting Plate glass mirror 30 by 34 in. Two jewelry trays and two shirt dividers in top drawer.  
Toile Lamps (on Vanity): See Price List . . . . . 266 HV 74034  
Dresser Lamps: Bright brass color and crystal stems. 16 in. high. Handsewn Tan Silk Taffeta shade, 7 in. in diameter. Sold in Pairs only. . . . . 266 HV 74009

Dresser Lamps



Dresser (in Walnut)

266 HV 75216—Prima Vera . . . 266 HV 75217—Butt Walnut  
Prices quoted in current Price List under Page 55.  
Night Stand: 3 drawers. Top drawer hinged for radio compartment. Top 14 by 16 1/2 in. Height 25 in.  
Bed: Choice of 54-in. (full) or 39-in. (twin) width. Footboard height 22 in., headboard height 38 in.  
Chair (In room scene at top of page): 16 1/2 by 17-in. seat and back upholstered in Blue cotton Tapestry. Entire ht. 34 in. Slip seat and back easily removed for recovering if desired.  
Chest: 5 drawers, 2 shirt dividers in second drawer. Cedar lined bottom drawer with Cedar hinged cover . . . Ideal for storing blankets and woollens. Top 21 by 38 in. Height 50 in.  
Table Lamp (on night stand): see Page 67 . . . . . 266 HV 74033  
Pouf Chair fully described on Page 43 . . . . . 266 HV 71080  
Freight Rates and Credit Terms in back of current Price List.



# modern american in light maple burl

For Prices, see current Price List under Page 56.  
Dresser: Top 50 by 20 in. Base height 32 in. Three drawers. Modern Plate glass mirror 40 by 30 in. ....266 HV 75026  
Night Stand: Top 18 by 14 in. Ht. 23½ in. 2 drawers. ....266 HV 75026



Dresser

Night Stand



Chest

Boudoir Chair and Ottoman

Modern Wood Lamp

Panel Bed

An up-to-date Group built on generous lines. Designed to give you the charm of modern simplicity with the maximum of utility. Five-ply matched Burl Maple Veneer fronts and regular Maple Veneer ends; all bleached to a clear Ivory color. Heavy plank tops 1½ inches thick with Veneered edges. All exposed surfaces not veneered are of solid Maple. Concealed type drawer pulls. Drawers dovetailed, center-guided. Dustproof construction. Mahogany drawer bottoms, Sycamore sides. Time Payment Terms and Freight Rates in back of current Price List. "How-to-Order" explained on Page 70.

For Prices, see current Price List under Page 56.

Chest: 40 by 20-in. top; height 49½ in. 5 drawers: Shirt dividing compartment in 2nd drawer; lift-up mirror in top drawer; bottom drawer made of Cedar with hinged lid. ....266 HV 75026  
Boudoir Chair and Ottoman: Biscuit tufted seat and back; Kapok, Moss and Cotton filling. Coil springs on sag-proof foundation. Birch frame. Cover is textured cotton fabric in Rose, Light Blue, Maize, or Coral with skirt of contrasting printed Plaid. Seat 19 by 20 in. Height 31 in. Ottoman 24½ by 19½ in. wide, 16 in. high. ....266 HV 71137  
Modern Wood Lamp: High gloss, natural finish brings out fine Curly Birch graining. Fabric covered paper parchment tilt shade. Bottom diam. 14 in. Lamp 23½ in. tall. ....266 HV 74070  
Panel Bed: 54-in. (Full) or 39-in. (Twin) widths. Head ht. 36½ in.; foot 21 in. ....266 HV 75026  
Vanity: Top 54 by 18 in. Base ht. 23½ in. 4 drawers. Full view Plate glass mirror 52 by 36 in.; 18 by 22-in. mirror between pedestals. Plate glass cosmetic shelf. Overall ht. 59½ in. ....266 HV 75026  
Bench: Circular revolving seat; 19-in. diam. Blue Cotton Tapestry seat. Ht. 18 in. ....266 HV 75026

Accessories fully described in current Price List under Page 56.



Vanity

Bench



# EARLY AMERICAN IN FRIENDLY *Maple*

There's something whole-heartedly American about Maple Furniture, something that grows deep in the roots of American life and history, something as old as America itself. It is, in fact, the Medium of an American Tradition.

Today's Maple furniture is stronger, is built to give longer wear than pioneer pieces, and at relatively low cost. Recently developed finishing materials furnish greater resistance to wear and harmful agents. And they capture the same rich Yellow, Brown, and Red Tints so prized in Early American heirlooms. Hallmark Quality Maple follows the Tradition of American Furniture. Consult back of Price List for Time Payment Terms and Freight Rates.



Lyre-Back Side Chair      China Cabinet

For Prices see current Price List under Page 57.

Lyre-Back Side Chair: Covered with Cotton Tapestry in Rust with Gold pattern. 16 by 18-inch seat. Height of back 17½ in. Entire height 34 inches.....266 HV 77027

China Cabinet: Grilled Glass doors, Bronze color metal door pulls, 2 shelves for china. Base has wide drawer suitable for silverware; center drawer guide. Two large doors in cabinet base; 1 shelf. Solid Maple except base door panels, which are Maple plywood to prevent warping. Width 36 inches; depth 20 inches. Height 71 inches; base height 32 inches.....266 HV 77029



Cupboard Server

Price quoted in current Price List under Page 57.

Cupboard Server: Identical to base of China Cabinet at left above. Top has hand-rubbed finish. One broad drawer slides smoothly on center guide; 2 doors to spacious cabinet; has one shelf. Solid Maple except doors which have Maple plywood panels to prevent warping. Bronze colored metal drawer pulls. Top 36 by 20 in. Height 32 in.....266 HV 77029



Mirror      Chippendale Arm Chair      Chippendale Side Chair      Table      Hutch Cabinet

Reflect the Colonial beauty of heirloom pieces in selected Solid Maple and Maple plywood. Notice the detail of the table legs, the hand-crafted look of the Hutch Cabinet. All surfaces have a smooth luster created by hand rubbing. All furniture on this page is in long-lasting finish of Golden Maple color. All drawers have Bronze color metal pulls; slide on center guides.

Prices of Furniture and Accessories quoted in current Price List under Page 57.

Plate Glass Mirror: 24 by 38 in. Molded frame has antiqued Gold color metal leaf finish.....266 HV 74717

Chippendale Arm Chair: Roomy seat 19 by 20 inches. Chair seat covered in Cotton Tapestry, Blue with Tan stripes. Typical ladder design back rises 21 inches from seat..266 HV 77029

Chippendale Side Chair: Back rises 21 in. from 19 by 16-in. seat. Same seat Tapestry as Arm Chair.....266 HV 77029

Table: Top 42 by 62 inches. Extends to 77 inches with one 15-inch folding leaf.....266 HV 77029

Additional Table Leaves: Each leaf 42 by 11 inches. Two of these leaves extend table to 99 inches.....266 HV 77029

Hutch Cabinet: 54 inches wide, 20 inches deep. Height

overall 70 in. Two grooved shelves for plates. 4 drawers; 2 cabinets in base, each with one shelf. Solid Maple except door panels which are of Maple plywood to prevent warping.....266 HV 77029

Corner Cabinet: Grilled Glass door, 2 shelves in China cabinet. Solid Maple except door panels which are Maple plywood to prevent warping. Drawer, shelf in base. 32 in. wide; ht. 72 in.; 29 in. along each wall.....266 HV 77029

Flip-Top Console Server: Top 15 by 30 in. with leaf raised; 30 by 30 in. when lowered. Height 30 in.....266 HV 77029

When ordering be sure to read Page 70 for Time Payment Plan, How to Order and Freight Information.



Corner Cabinet



Flip-Top Console Server





Comb-Back Side Chair

Refectory Table

Comb-Back Arm Chair

Hutch Cabinet



Corner Cabinet

## Maple DINING ROOMS

FROM ORIGINALS AS OLD AS AMERICA

Enjoy the cheerfulness of selected Solid Maple . . . the soft candlelight textures of hand-rubbed golden surfaces. You see in this Group the design of colonial craftsmanship with the convenience and comfort features of modern furnishings. All pieces of quality construction. Credit Terms, Freight Rates in back of current Price List. "How-to-Order" explained on Page 70.

### Group Shown Above.

For Prices see current Price List under Page 58.

Comb-Back Side Chair: Comfortable saddle-shaped seat 15 by 16 in. Overall height 35 in. . . . .266 HV 77025  
 Refectory Table: Top 34 by 48 in.; 72 in. long when 12-in. slide leaf at either end of table is extended. . . . .266 HV 77025  
 Comb-Back Arm Chair: Comfortable saddle-shaped seat 18 by 19 in. Overall height 35 in. . . . .266 HV 77025  
 Hutch Cabinet: Shelves grooved for plates. 2-door cupboard base has one large cupboard for storage. One long drawer. Height 57 in., width 36 in., depth 20 in. . . . .266 HV 77025  
 Corner Cabinet: Useful in your living room or dining room. Space in cabinet base for storage. Width 30 in., depth 14 in. Ht. 69 in. 21 in. along each wall. . . . .266 HV 77025

### Group shown at right.

For Prices see current Price List under Page 58.

China Cabinet: Two top shelves grooved for plates. 2-door cupboard base has shelf. 1 drawer. Ht. 69 in., width 36 in., depth 20 in. . . . .266 HV 77026  
 Arrow-Back Side Chair: Comfortable saddle-shaped seat 15 by 16 in. Overall height 35 in. . . . .266 HV 77026  
 Dropleaf Table: (shown open and closed). Attractive for either your Maple living room or dining room. Top 20 by 48 in., with leaves up 68 in. long. . . . .266 HV 77026  
 Arrow-Back Arm Chair: Comfortable saddle-shaped seat 18½ by 17 in. Overall height 35 in. . . . .266 HV 77026

Accessories described in current Price List under Page 58.

China Cabinet

Arrow-Back Side Chair

Dropleaf Table

Arrow-Back Arm Chair







Lyre-Back Side Chair

Drop-leaf Table

Lyre-Back Arm Chair

A complete grouping of Colonial style pieces designed in Selected Solid Maple . . . hand-rubbed to a mellow golden finish. Quality construction. Freight Rates, Credit Terms in back of current Price List.

Prices quoted in current Price List under Page 59.

Panel-Back Arm Chair: Comfortable saddle-shaped seat 19 by 18 in. Entire height 35 in. . . . .266 HV 77027

Corner Cabinet: Shelves in top grooved for plates. Large cabinet in base for storage. Ht. 69 in. 32 in. wide, 21 in. along each wall, 14 in. deep. . . . .266 HV 77027

Panel-Back Side Chair: Comfortable saddle-shaped seat 17 by 16 in. Entire height 35 in. . . . .266 HV 77027



Panel-Back Arm Chair

Corner Cabinet

Panel-Back Side Chair

Group Above. Prices in current Price List under Page 59.

Lyre-Back Side Chair: Seat 16 by 18 in. Entire height 34 in. Seat upholstered in Cotton Tapestry; in handsome Rust with Gold pattern . . . removes for recovering.266 HV 77027

Drop-leaf Table: May be used conveniently as a regular dining table in a small dining room or as an accessory piece in a large dining room. Also charming side table for your Maple Living room or den. Top 26 by 38 in. Extends to 54 in. by raising drop leaves; to 72 inches with two 9-in. leaves inserted. . . . .266 HV 77027

Lyre-Back Arm Chair: Seat 16 by 20 in. Entire height 34 in. Seat upholstered in Cotton Tapestry; in handsome Rust with Gold pattern . . . removes for recovering.266 HV 77027

All Decorative Accessories listed in current Price List under Page 59.

Group Below. Prices quoted in current Price List under Page 59.

Ladder-Back Side Chair: Quality Fiber seat 18x16 in. Ent. ht. 40 in. . . . .266 HV 77028

Refectory Table: Stretcher base . . . typical of Pioneer styling. Top 38 by 60 in.; 96 in. long when 18-in. side leaf at either end of table is extended. . . . .266 HV 77028

Ladder-Back Arm Chair: Quality Fiber seat 20x17 in. Ent. ht. 44 in. . . . .266 HV 77028

Hutch Cabinet: Shelves grooved for plates as shown. One large cabinet for storage in 2-door base. Width 42 in., depth 20 in. Height 68 in. . . . .266 HV 77028

Cut-to-Measure Mirror (shown above Drop-leaf Table): Plate Glass. See Page 46. Credit Terms and Freight Rates in back of current Price List.



Ladder-Back Side Chair

Corner Cabinet

Refectory Table

Ladder-Back Arm Chair

Hutch Cabinet



End Table: Fully described on opposite page.....266 HV 73015  
 Wing Sofa: Comfortable reversible innerspring seat cushions. Solid Maple legs and stretchers; Hardwood frame. Nail-on-nail trim. Shown in MB-34 Ribbed Tapestry. Size: Length 67 in.; seat 58 by 22 in. Arm ht. 24½ in. Ent. ht. 34 in. For Prices see current Price List under Page 60.  
 266 HV 71216—Grade MA Fabrics; 266 HV 71217—Grade MB Fabrics.  
 Cocktail Table: Solid Maple with gracefully shaped legs, sturdy stretchers for strength. Top 34 by 20 in. Ht. 17 in. See Price List. 266 HV 73016  
 Lamp (on End Table): Bronze or Bright Brass electroplated metal. Ivory paper parchment shade tilts. Height 22½ in. See Price List. 266 HV 74037  
 Roll-Arm Wing Chair: Same comfortable construction as Wing Sofa above. Shown in MA-30 Floral Panel Tapestry. Size: Width 32 in.; seat 21 by 21 in. Arm ht. 23½ in. Ent. ht. 41 in. See current Price List under Page 60.  
 266 HV 71207—Grade MA Fabrics; 266 HV 71208—Grade MB Fabrics.



End Table      Wing Sofa      Cocktail Table      Lamp      Roll-Arm Wing Chair

**C**OMBINES all the charming simplicity of design and sturdiness of construction that distinguishes Early American furniture with such modern comfort features as resilient cushions, thick Cotton and Moss padding, and well-proportioned design for true lounging ease. The lovely occasional wood pieces match the upholstered pieces in design and in harmonizing Honey color finish. Wards Free Decorating Service described on Page 69; "How to Order" on Page 70. Convenient Time Payment Terms and Freight Rates outlined in back of current Price List. Fabrics are shown in Color on Page 41.

Room Scene Below and Pieces at Left. For Prices see current Price List under Page 60.

Valenced Wing Chair (left): Kapok-filled reversible seat cushion, Cotton and Moss padded back. Solid Maple front legs; hardwood frame. Shown in MB-33 Quilted Print. Pleated flounce all around in MB-33 Quilted Print and MA-30 Floral Panel Tapestry only. Width 29 in.; seat 18 by 20½ in. Ht. 36 in. Arm ht. 23 in.  
 266 HV 71204—In your Choice of any MA Fabric.  
 266 HV 71205—In your Choice of any MB Fabric.  
 Bridge Lamp (at left): See Page 67.....266 HV 74021  
 Windsor Arm Chair (at left): Solid Birch. Fiber seat 20½ by 17½ in. Back ht. 21½ in.....266 HV 71201  
 Lounge Chair: Solid Maple. Coil spring base. Reversible innerspring back and seat cushions. Shown in MA-32 Rough-Textured Tapestry. Size: Width 31 in.; seat 22 by 23 in. Arm ht. 21½ in. Ent. ht. 35 in.

Sofa: Luxuriously deep coil spring base. Comfortable, reversible innerspring back and seat cushions. Solid Maple. Shown in MA-31 Textured Plaid Tapestry. Size: Length 72 in.; seat 22 by 62 in. Arm height 21½ in. Entire height 33 in.  
 Wing Chair: Same size, construction as Lounge Chair. 266 HV 71220—Sofa or either Chair in MA Fabrics. 266 HV 71221—Sofa or either Chair in MB Fabrics.  
 Lamp Table: Solid Maple. Shaped pedestal base. Top 26 in. in diam. Ht. 27½ in. See Price List. 266 HV 73018  
 Oval Coffee Table: Solid Maple with graceful pedestal base. Top 30 by 21 inches. Height 17 inches. For Prices see current Price List.....266 HV 73017  
 Table Lamps (below): See Page 66.....266 HV 74022  
 Accessories described in Price List under Page 60.



Lounge Chair      Lamp Table      Oval Coffee Table      Sofa      Table Lamp      Wing Chair







Tale Lamp

End Table

Love Seat

Comb-Back Chair

★  
FOR THE  
*Early American*  
LIVING ROOM  
★



Boston Rocker

End Table

Colonial Table Lamp

Lawson Style Sofa

Authentic New England style wood chairs and tables adapted from treasured museum pieces. Harmonize with comfortable Lawson style Sofa, Love Seat and Flounce Wing Chair to form this hospitable living room group. All wood surfaces have the same hand-rubbed Honey color finish. See Page 70 for Ordering Information; convenient Time Payment Terms and Freight Rates in back of Price List. Fabrics are shown by Grade and in actual Color on Pages 41 and 42.

For Prices see current Price List under Page 61.

Love Seat: Spring-filled reversible seat cushions. Moss and Cotton padding. Solid Maple legs and arms; Hardwood frame. Shown in MB-35 Striped Cotton Tapestry. Size: Length 54 in.; seat 19 by 48 in. Arm ht. 25 in. Entire ht. 36 in. See current Price List.

266 HV 71213—Choice of any Grade MA fabric (see Page 41).  
266 HV 71214—Choice of any Grade MB fabric (see Page 41).

Tale Table Lamp (top of page): Both Lamp and Shade are metal. 3 degrees of indirect light from glass reflector. Ht. 19 in. Antiqued finishes in Red, Eggshell, Green, Blue or Yellow. See current Price List under Page 61. .266 HV 74023

End Table: Solid Maple. Beautifully turned legs. Top 22x14 in. Ht. 26 in. Two shelves. See Price List. . . .266 HV 73015

Comb-Back Chair: Solid Birch. Graceful continuous arms, turned spindles and shaped top rail; back reinforced with extra spindles. Seat 21x18 in. Ht. 34 in. . . .266 HV 71202

Boston Rocker: Solid Birch. Comfortably shaped 19x18½-in. seat with authentic roll front. Extra high 40-in. back; wide panel headrest. See current Price List. . . .266 HV 71203

Lawson Style Sofa: Spring-filled reversible seat cushion. [Available with Down-and-Feather seat cushion at small ad-

ditional charge.] Moss and Cotton padding. Gracefully routed Solid Birch front legs; hardwood frame. Shown in B-22 Printed Gabardine. Pleated flounce all around in B-22 Printed Gabardine and A-4 Multi-color Cretonne only. Size: Length 81 in.; seat 68 by 22 in. Arm ht. 24 in. Entire ht. 32 in. See Price List.

266 HV 71222—Choice of Grade A Fabrics (see Page 41).  
266 HV 71223—Choice of Grade B Fabrics (see Page 41).  
266 HV 71224—Choice of Grade C Fabrics (see Page 42).  
266 HV 71225—Choice of Grade D Fabrics (see Page 42).

Flounce Wing Chair: Spring-filled reversible seat cushion. Moss and Cotton padding. Solid Maple legs; hardwood frame. Shown in B-22 Printed Gabardine. Pleated Flounce all around. Size: Width 32 in.; seat 21 by 21 in. Arm ht. 23½ in. Entire ht. 41 in. See current Price List.

266 HV 71210—In B-22 Printed Gabardine (see Page 41).  
266 HV 71211—In MA-30 Floral Panel Tapestry (see Page 41).  
266 HV 71212—In MB-33 Quilted Print (see Page 41).

Colonial Table Lamp (on End Table): Pg. 66.266 HV 74031  
Bridge Lamp (at right): described on Pg. 67. .266 HV 74038

Accessories described in current Price List under Page 61.



Bridge Lamp

Flounce Wing Chair



# Colonial MAPLE BEDROOMS



Chest



Panel Bed

Chimney Lamp on Night Table

Vanity

Bench

Hobnail Glass Lamps on Vanity

Dresser



This large Group of Colonial style pieces on these two pages show the grace and refinement of style which characterized the last part of the 18th Century in America. The rugged sturdiness of Colonial construction is retained—but the design is more graceful . . . the furniture more decorative. Interest centers in the carefully shaped feet, curved base aprons, shaped bed panels and turned posts. Note the Brass finished metal Eagle motif drawer pulls—a popular design in the early days of Independence.

Designed in selected Maple with surfaces hand-rubbed to a glowing Golden Maple finish. Deep, roomy drawers are dovetailed for strength, center-guided for easy sliding. Dustproof construction throughout. You can enjoy the luxury of this furniture now by using Wards Time Payment Plan described on Page 70. For Free Decorating advice see Page 69.

Prices quoted in current Price List under Page 62.

Panel Bed: 54-in. (Full) or 39-in. (Twin) widths. Height head post 41 in.; foot 31 in. . . . 266 HV 75021  
Night Table: See opposite page. . . . 266 HV 75021  
Vanity: Top 46 by 19 in. Base height 30 in. 7 drawers. Hanging Plate glass mirror; overall size 25 by 39 in. . . . 266 HV 75021  
Bench: Top 22 by 15 in. Height 18 in. 266 HV 75021  
Chest: Top 34 by 19 in. Height 48 in. 5 drawers, looks like 6; one long top drawer. . . . 266 HV 75021  
Dresser: Top 44 by 19 in. Base height 34½ in. 5 drawers, looks like 6. Hanging Plate glass mirror; overall size 25 by 39 in. . . . 266 HV 75021

Chimney Lamp on Night Table: Marble base, Brass color stem. White Opal Glass shade, clear Glass chimney. Height 23 in. See Price List. 266 HV 74001  
Hobnail Glass Lamp on Vanity: Heavy Onyx Marble base. Bright Brass color trim. Boucle trim on white Dotted Swiss covered paper parchment shade, 8 in. diam. Ht. 13½ in. Cranberry, White or Topaz Hobnail Glass. See Price List. . . . 266 HV 74052  
Boudoir Chair with pocket on side for sewing articles, etc.; described on Page 30. . . . 266 HV 71132  
Accessories described in Price List under Page 62. Credit Terms, Freight Rates in back of Price List.





Desk-Chest

Boudoir Chair

COLONIAL Maple in the manner of the late 18th Century. Group is shown complete on these two pages—construction details and finish described on opposite page. Convenient Time Payment Terms, Ordering Information and Freight Rates in current Price List.

For Prices, see current Price List under Page 63.

Desk-Chest: Unusually attractive, with all the utility of an extra desk. 5 drawers look like 6 . . . 1 long top drawer. One drawer forms desk, one has convenient shirt divider. Top 19 by 34 in. Height 52 in. . . . .266 HV 75021

Boudoir Chair: Large comfortable size for lounging. T-shaped reversible seat cushion and reversible back filled with Kapok. Moss and Cotton padding. Hardwood frame. Covered in floral-patterned Cotton Print with Turquoise, Rose, Gray or Blue background. Valance all around. Contrasting welting. Width 29 in.; seat depth 27 in.; inside width 21 in. Height 33 in. . . . .266 HV 71133

Chest-on-Chest: Similar to Desk Chest but without desk compartment. 5 drawers with 6-drawer appearance—one long top drawer. Shirt-divider in middle drawer. Top 19 by 34 in. Height 52 in. . . . .266 HV 75021

Chest Mirror: Plate Glass. Overall size 17 by 19 in. . . . .266 HV 75021  
Girondole Mirror (over fireplace): Glorious patriotic design. American Eagle and 13 ball decorations (for 13 original states). Convex window Glass. Metal Leaf finish frame. Size: 21¾ by 36¾ in. overall. See current Price List. . . . .266 HV 74720

Bench: Fully described on opposite page. . . . .266 HV 75021

4-Poster Bed: 54-in. (Full) or 39-in. (Twin) width. Posts 54 in. high. . . . .266 HV 75021

Night Table: 3 drawers. Top 15 by 17 in. Ht. 30 in. . . . .266 HV 75021

266 HV 74086 Lamps on Chest-on-Chest and 266 HV 74073 Lamps on Night Tables described on Page 67. Accessories fully described in current Price List.

Chest-on-Chest

Chest Mirror

Girondole Mirror

Bench

4-Poster Bed

Night Table







Acorn Poster Bed

Night Stand Lamp

Boudoir Chair

Bench

7-Drawer Vanity



Chest-On-Chest



Dresser

## Sturdy Colonial Maple

The charm and lasting beauty of Colonial Maple styling are shown to excellent advantage in this complete Bedroom Group. Well constructed of carefully matched Maple hand-rubbed to a beautiful golden Maple finish. Drawers are hand-fitted for easy gliding, dovetailed for strength; dustproof construction throughout. Note the cabriole legs . . . the gracefully turned bed posts . . . the authentic metal drawer pulls. For only a few dollars down and small monthly payments you can have this furniture in your home now. Turn to Page 70 for complete explanation of Wards Time Payment Plan and How To Order. Free Decorating Service on Page 69.

Prices quoted in current Price List under Page 64.

Acorn-Poster Bed: 54-in. (Full) or 39-in. (Twin) widths. Height of foot panel 29 in.; head panel 39 in. . . . .266 HV 75023

Night Stand Lamps. Crystal color hobnail glass with Antiqued Brass color metal base. Red and White striped trim on White Net covered paper parchment shade. Shade tilts to direct light for reading. Height 13½ in. . . . .266 HV 74053

Boudoir Chair: Described on Page 63, without slipcover. (For slipcover information write Decorating Dept.) . . .266 HV 71133

Bench: Blue Cotton Tapestry seat 23 by 15 in. Removes for recovering. Height 18 in. . . . .266 HV 75023

7-Drawer Vanity: Plate glass oval hanging mirror 24 by 30 inches overall. Top 44 by 18 inches. Height 31 in. . . .266 HV 75023

Night Stand

Panel Bed

Lamps on Night Stands

6-Drawer Chest

Prices quoted in current Price List under Page 64.

Chest-On-Chest (shown above): 6 drawers give ample storage space. Top 17 by 31 in. Ht. 45 inches. . . . .266 HV 75023

Dresser (shown above): Plate glass hanging mirror has pediment top. 5 drawers. Top 42 by 19 inches. Base height 36 inches. Mirror size 20 by 36½ inches overall. . . . .266 HV 75023

Night Stand: Top 16 by 14 inches. Ht. 29 inches. 1 drawer, 1 shelf. . . . .266 HV 75023

Panel Bed (shown at right): Choice of 54-inch (Full) or 39-inch (Twin) sizes. Ht. of head panel 41 in., foot panel 29 in. . . . .266 HV 75023

Lamps on Night Stands at right fully described on Page 67. . . . .266 HV 74087

6-Drawer Chest (shown at right): Top 32 by 18 inches. Height 45 inches. . . . .266 HV 75023

All Room Accessories on this page described in current Price List under Page 64.







Vanity

Bench

# Early American Pioneer

Hand-rubbed high lighting—"worn-effect" edges—and wood pegs carry out the rugged Pioneer styling. Made of Solid Northern Birch—prized by Early American craftsmen. Rich Amber color. Dustproofed construction throughout. Plate glass mirrors. Ordering Information on Page 70. Credit Terms and Freight Rates in back of current Price List.



Dresser

Lamps on Dresser

Chest

Bed

Night Stand

Lamp on Night Stand

Oval Mirror

For Prices see current Price List under Page 65.

Vanity: 5 drawers. 44 by 18-inch top. Height 29 inches. Hanging Plate glass mirror; overall size 35 by 24 inches.....266 HV 75420  
 Bench: 19 by 13 in. Height 18 inches.....266 HV 75420  
 Dresser: 3 drawers. 40 by 20-inch top. Base height 35 inches. Hanging Plate glass mirror; overall size 35 by 24 inches.....266 HV 75420  
 Lamps on Dresser: China base with small floral decoration on background of White, Pink or Blue. Shade is White Rayon covered paper parchment. Ruffle trim on top matches base. Height 13½ in.....266 HV 74004  
 Chest: 4 large drawers for storage. Top 35 by 20 inches. Height 45 inches.....266 HV 75420

Bed: 54-in. (Full) or 39-in. (Twin) width. Head end 36 inches high; foot end 27 inches.....266 HV 75420  
 Night Stand: Top 17 by 14 inches. Height 28 inches. 1 drawer and 1 shelf in bottom.....266 HV 75420  
 Lamp on Night Stand: Matches Dresser Lamps—same Colors. Shade tilts. Height 18½ in.....266 HV 74005  
 Oval Mirror (shown over Night Stand): Plate Glass. Size overall: 12½ by 14½ inches. Molded frame is Antiqued Gold color metal leaf with heavy white tone.....266 HV 74722  
 Chest-On-Chest: 5 drawers. Top 35 by 20 inches. Height 57 inches.....266 HV 75420  
 Chair: 18½ by 16½-in. saddle seat. Entire height 35 in. Height of back from seat 24 in.....266 HV 75420



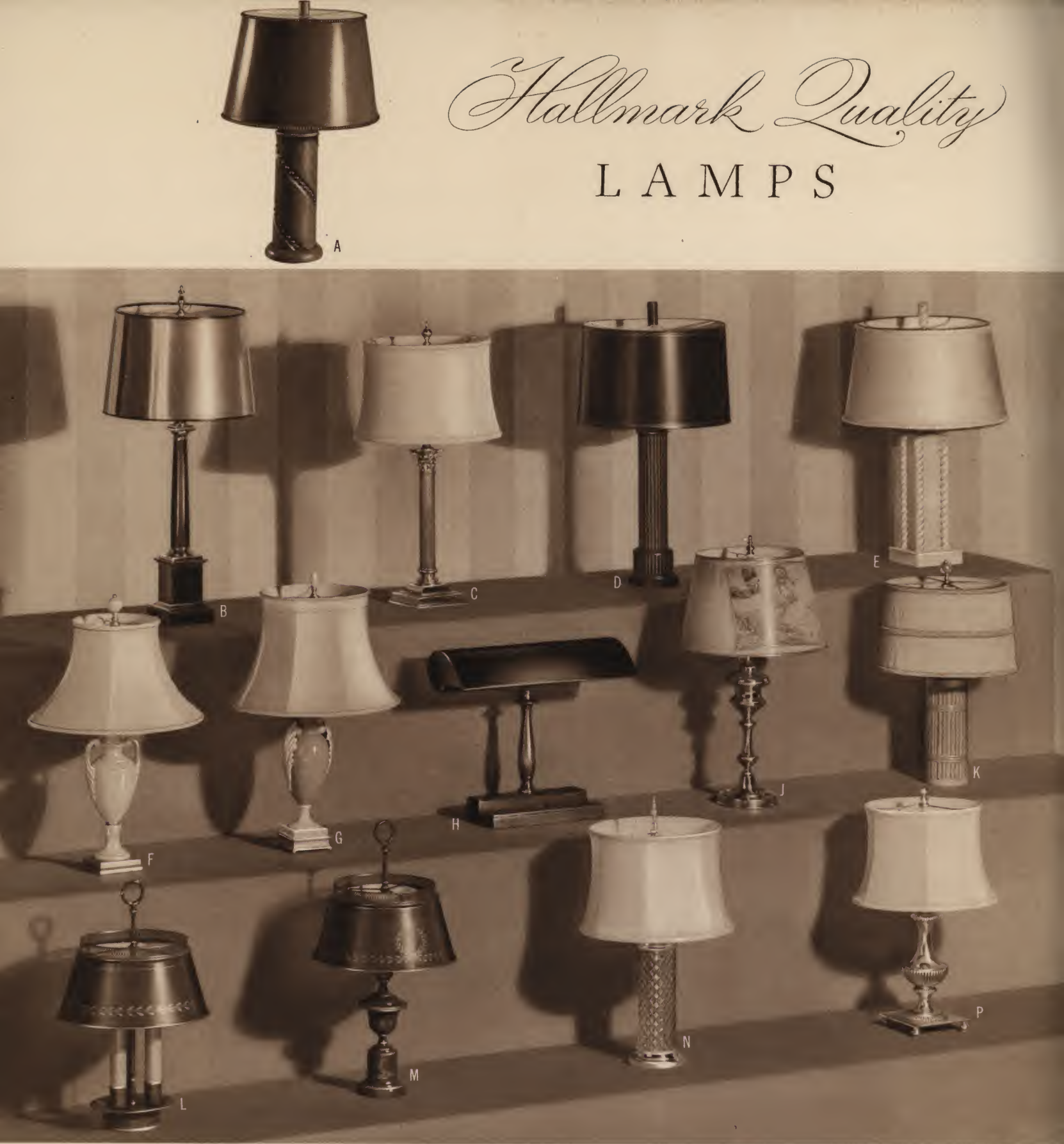
Chest-On-Chest

Chair



# Hallmark Quality

## L A M P S



The lamps on these pages were specially selected and in some instances designed by Wards to harmonize with the character, dignity, and good taste of Hallmark Quality furniture. Unless otherwise stated bulbs are not included. Terms and Ordering Information in Price List.

Prices of Lamps quoted in current Price List under Page 66.

- A** Leather Lamp: Leather covered column with spiral of antique Brass colored studs. Matching opaque shade of Paper Parchment. White lining. Choice of Tan, Dark Green, Burgundy or Ivory. Shown in Room setting on Pages 43 and 45. Lamp 22 in. tall. Shade tilts for reading.....266 HV 74074
- B** Regency Table Lamp: Black metal base, tapered stem, Bright Gold color trim. Opaque Gold color Paper Parchment shade, Black edging, White lining. Lamp 31½ in. tall. Shown in Room scene on Page 13.....266 HV 74085
- C** Silver Column Lamp: Tall Silver electroplated metal Column base. Hand-sewn Eggshell Rayon shade; White Rayon lining. Indirect light through 6-inch reflector. Ht. 22 in. Shown in room on Pages 8, 15, 34.....266 HV 74029
- D** Tall Leather Covered Reeded Column Lamp: Indirect light through 6-inch reflector. Matching opaque Paper Parchment shade. Overall lamp ht. 28 in. Choice of Tan, Dark Green, Burgundy or Ivory leather.....266 HV 74075
- E** Modern Lamp: Birch and Oak wood base with Pickled Pine ingrain finish, matches Limed Oak. Hand-carved rope design corners on square column. Large Tan fabric covered Paper Parchment tilt shade; White Cotton braid trim to match rope design on base. Lamp 26 inches tall.....266 HV 74071
- F** Lenox China Urn Lamp: From the famous Lenox factory in Trenton. Gold color metal base with beading trim. Handsewn Rayon tilt shade. Ivory color. Lamp is 24 inches tall.....266 HV 74077
- G** Lenox China Lamp: In soft, lustrous Ivory, Delft Blue, Coral, or Celadon Green; handles and base in Ivory. Harmonizing Rayon tilt shade. Lamp 25 inches tall. Shown in room setting on Page 30.....266 HV 74069
- H** Fluorescent Metal Desk Lamp: English Bronze electroplated metal. Highlighted finish. Abundant, cool light from 15-Watt fluorescent bulb (included). Lamp 16 inches tall; width of shade 18¼ inches.....266 HV 74088
- J** Colonial Table Lamp with old Spanish Map Design Shade: Highly polished electroplated Brass colored metal base. Adapted from ancient Chinese oil lamp. Tan Paper Parchment shade. Lamp 25 inches tall. Shown in room setting on Page 61.....266 HV 74035
- K** Modern Bamboo Lamp: Natural finish on Bamboo base. Harmonizing yellow covered Paper Parchment shade with Chenille trim and White lining. Lamp 22 in. tall. Shown in room setting Pages 44, 45 and 51.....266 HV 74040
- L** 3-Candle Tole Lamp: Adapted from the famous Tole of French Province. For 18th Century or Colonial furnishings. All metal. Typical Tole colors of Red, Eggshell, Green, Blue or Yellow with antique Gold color trim. Ht. 21 in. Shown also on Pages 16 and 18.....266 HV 74021
- M** Tole Table Lamp: Indirect lighting. Antiqued finish in Tole colors of Red, Eggshell, Green, Blue or Yellow. White-lined matching metal shade. Lamp 24 inches tall. Shown in room settings on Pages 10 and 60.....266 HV 74025
- N** Crystal and Silver Lamp: Waterford type cutting on polished Crystal cylinder with Silver electroplated metal base and cover. Handsewn Eggshell Celanese Rayon Taffeta shade; White Rayon lining. Lamp 22 in. tall. Shown in room settings, Pages 9 and 20.....266 HV 74078
- P** Silver Electroplated Metal Base: Harmonizes with dignity of 18th Century. Handsewn harmonizing shade of Celanese Rayon; White Rayon lining. Lamp 22 in. tall. Shown in room settings Pages 12, 19 and 37.....266 HV 74027





For Prices see current Price List under Page 67.

**F** Victorian Oil Type Chimney Lamp: Hand-painted floral design on White China base. Antique Brass color oil font with "wick" key. Etched design on frosted glass chimney. Use regular size electric bulb. Overall height 18 inches; 6-inch chimney. Shown in room scenes Pages 38, 64.....266 HV 74087

**G** China Vanity Lamp: Matches China Night Table Lamp H, center. Ivory, Fawn, Blue or Coral China base. Overall ht. 15 in. Shown in room setting on Page 32.....266 HV 74062

**H** China Night or End Table Lamp: Swan handle design. Gold color metal base with rich China in Ivory, Fawn, Blue or Coral. White Rayon shade. Overall height of lamp 19 1/4 in.....266 HV 74063

**J** Old Oil Type Chimney Lamp: Milk Glass shade rests on Brass color holder. Use regular bulb (not incl.). Embossed colonial design. Clear glass chimney. Overall ht. 22 in. Shown in room setting on Pg. 63.....266 HV 74073

**K** Bow-Knot Design Table Lamp: Bow motif on 23-inch molded composition base. Choice of color combinations: Medium Blue with Pastel Pink or White with Pastel Peach. Harmonizing Paper Parchment tilt shade. Shown in room settings on Pages 49, 50, and 55....266 HV 74033

**L** Crystal Vanity Stick: Matches Crystal Night Table Lamp M, center. Overall height of lamp is 16 in.....266 HV 74091

**M** Crystal Night Table Lamp: 6-sided base and shaped stem. Shade is White Paper covered with White Dotted Swiss; ruffled trim. Shade tilts for convenience in reading. Overall height of lamp 21 inches.....266 HV 74090

**N** Pom-Pom Vanity Lamp: Quilt and button design embossed on composition base. Soft Pastel Colors: Yellow, Dusty Rose or Blue with White Buttons. Pom-Pom trim at top of harmonizing opaque Paper Parchment shade. Ht. of lamp is 22 in.....266 HV 74065

How-to-Order information on Page 70; Credit Terms, Freight Rates in back of Price List.

Prices quoted in current Price List under Page 67.

**A** Hurricane Lamps: Bright Brass electroplated metal base, heavily weighted. Eight imported cut crystal prisms; frosted chimney with hand-cut leaf design. Overall height 11 3/4 in. Shown in room scenes Pages 23, 32 and 63.....266 HV 74086

**B** Crystal Vanity Sticks: Diamond shape design cut in clear crystal stem. Large, polished clear crystal base, matching cut design. Handsewn Ivory Rayon shade. Overall height 17 inches. Sold in pairs only.....266 HV 74064

**C** Tole Desk Lamp: Choice of typical tole colors in Red, Eggshell, Green, Blue or Yellow with antique Gold color trim. Matching clip-on metal shade. Overall ht. of lamp 17-in. Shown in room settings on Pages 5 and 14.....266 HV 74025

**D** Crystal Candelabra: Eight imported cut crystal pendants around each electric candle. Sold only in pairs (bulbs included). Shown in room scene on Page 29. Overall height 17 inches.....266 HV 74040

**E** Single Arm Desk Lamp: Adapted from old fashioned Brass oil lamp. Bright Brass electroplated finish. Gold color leaf trim on Eggshell Paper Parchment shade. Overall height of lamp 22 inches. Shown in room setting on Page 7.... 266 HV 74088



Prices in current Price List under Page 67.

**P** Gleaming Silver Electroplated Metal Lounge Lamp: Small bead trim on otherwise plain metal base. 100-200-300-Watts of indirect light, Mogul bulb (not incl.). Handsewn shade of Eggshell color Silk Taffeta; White Rayon lining. Overall ht. 59 in.....266 HV 74031  
Matching Bridge Lamp: Same general type as lamp P (at right).....266 HV 74032

**R** Modern Floor Lamp: Blonde Maple finish on plain metal base; Brass and Blonde Maple color stem. Brass bead trim. 3 degrees of indirect light (bulb included). Harmonizing Tole fabric-covered Paper Parchment shade. Overall height 60 inches.....266 HV 74089

**S** Tole Bridge Lamp: Choice of popular Tole colors of Antique Red, Eggshell, Blue, Yellow or Green. Matching metal shade. Antique Gold color trim. Ht. 56 1/2 in.....266 HV 74027

**T** Bright Brass Electroplated Metal Bridge Lamp: Paper Parchment shade in Ivory color. Brass color binding. Weighted base. Overall height 54 1/2 inches. Shown in room setting on Page 61.....266 HV 74033  
Matching Lounge Lamp: Almost identical in design to Lamp P, at left.....266 HV 74031

**V** Swing Arm Floor Lamp: Swings out 18 inches for convenient, adequate light for reading. English Bronze or Antique Brass finish. Weighted base has small bead trim. Three degrees of indirect light through glass reflector from Mogul socket. Handsewn Tan Celanese Rayon Shantung shade; White Rayon lining. Overall ht. 59 in.....266 HV 74077

**W** Lounge Size Floor Lamp: Bronze electroplated finish. Plain 18th Century design. Three degrees of indirect light from Mogul socket. I.E.S. Approved. Handsewn Tan Rayon shade; White Rayon lining. Ht. 60 in.....266 HV 74081

All electroplated finishes are protected from tarnishing by a coat of clear, transparent lacquer. Shipping Information in Price List.

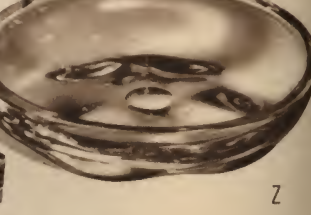
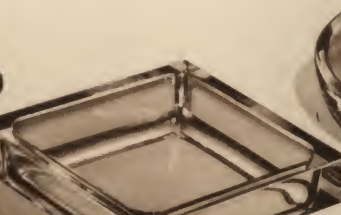




## Hallmark Quality ACCESSORIES

- A** Metal Waste Basket. Soft Gray-green background—House and Garden Hydrangea print in natural colors. Basket is about 13½ inches high, 7½ inches in diameter at base.....86 HV 9712
- B** Hobnail Wine Decanters. Attractive hobnail Glass in soft Cranberry-Red color. Use also as unusual decorative pieces. 12½ inches high, 3½-in. diameter at base. Use in pairs or singly.....86 HV 9731
- C** Pair of Chinese Figures. Copies of ancient Ming figures exquisitely done in lustrous Celadon-Green China, 6¾ in. high.....86 HV 9766
- D** Pottery Candy Dish. Mottled Green Pottery dish with Brown wood cover. 5 inches in diameter, 4¾ inches deep.....86 HV 9788
- E** Hobnail Basket. Cranberry-colored hobnail Glass—unusually distinctive handle. 7½ in. wide at top, 8½ in. high overall.....86 HV 9732
- F** Glass Paper Weight. Heavy clear glass with attractive interior design in bright candy-colors. 2¾ in. high, 3 in. in diam.....86 HV 9781
- G** Apothecary Jars. Use as decorative accessories on mantel, buffet or in open-front bookcases. Smooth, lustrous, genuine China in Celadon-Green color. 9½ in. high, 4 in. diam. at base.....86 HV 9770
- H** Hobnail Glass Vase. Graceful fan-shaped vase in Milk-White glass. Clear glass base. 9½ in. high, 4 in. in diam. at base.....86 HV 9735
- J** Pair of Colonial Figures. Glossy White Pottery Figures in graceful costume. Man—8½ in. high. Lady—8¼ in. high.....86 HV 9761
- K** Heavy Crystal Bowl. Modern design, oblong shape. 12 in. long, 7½ in. wide, 1½ in. deep.....86 HV 9793
- L** Pair of Candlesticks. Heavy crystal glass—match above bowl. 2¼x2¼ x 2 in. high. Hold ¾-in. diam. candles. (Not included).....86 HV 9794
- M** Pair of Cream Jars. Genuine China—satiny finish. Ivory color with Gold-color script design. 4½ in. high, 3-in. diam.....86 HV 9776
- N** Decorative Pottery Birds. Unusual accessories for your home. Smooth Pottery in predominating Yellow, Blue and Fuchsia... Ivory-colored Base. Birds are 12½ in. high.....86 HV 9713
- P** Folding Leather Desk Pad. Genuine leather in attractive Maroon color. Lined with Rayon Moire—with pockets. Calendar and Blotter. 16 in. long, 11½ in. wide. Opens to 32 in.....86 HV 9779
- R** Leather Cigarette Box. Rich Maroon leather with Gold-colored tooling around edge of cover. Two compartments for cigarettes—Cedar lined. 6¾ in. long, 4¼ in. wide, 2¾ inches high.....86 HV 9780
- S** Unusual Hand Vase. Lovely Milk-White glass in authentic design. For small flowers. 8 in. high, 4½ in. top diam.....86 HV 9738
- T** Pair of Hurricane Lamps. Crystal glass chimneys with fine-cut design. 12½ in. high, 5-in. diam. Heavy glass base.....86 HV 9715
- U** Genuine China Roosters. . . . Celadon-Green with White markings. Distinctive ornaments for mantel or buffet. 9¾ in. high, 2¾ in. diam. at base.....86 HV 9763
- V** Wood Box. Black Wood Box with hand-painted floral design. Gold-colored border on lid and base. 6x4¾x1½ in. high.....86 HV 9782
- W** Milk-White Glass Rooster Dish. 5¾x4¼x4 in. deep.....86 HV 9742
- X** Wood Smoking Set. Smooth Brown wood. Tray, 6¾x4½ in. Cigarette Box, 3¾x2¾x1½ in. deep. 2 Ash Trays, 3¾x3 in. wide.....86 HV 9786
- Y** Square Crystal Ash Tray. Heavy crystal in simple modern design. Cut and polished edges. Top, 5¾-in. square. Base, 4¾-in.....86 HV 9753
- Z** Round Crystal Ash Tray. Modern designed ash tray in heavy crystal glass. 7½ in. in diameter.....86 HV 9791

For prices on the above Accessories, see current Price List under Pg. 68.





# Decorating Service



All rooms used as backgrounds for furniture in this catalog were done by Wards own Interior Decorating Department. If you wish help in making your rooms equally attractive write to Interior Decorating Department, Montgomery Ward, Chicago, for our free Questionnaire. Wards decorators will be glad to help solve your decorating problems. They will

suggest furniture and its arrangement, wall and floor coverings, draperies, rugs, linens, china, glass, lamps and accessories. Whatever your problem, just describe it on the Questionnaire, and you will be sure to get prompt, expert advice from Wards staff of professional interior decorators. There is no charge for this service, or any obligation to buy.

## Index

	FOR LIVING ROOM	OCCASIONAL PIECES	FOR DINING ROOM	FOR BEDROOM	LAMPS	MIRRORS
<i>TRADITIONAL FURNITURE</i>	Pages 2-21	Pages 2, 5, 7, 9, 10, 11, 14, 15, 16-21	Pages 22-29	Pages 30-40	Pages 66, 67 Also Pages 2, 4, 11, 15, 30, 32, 33, 35, 36, 37, 38, 39	Pages 2, 4, 8, 9, 15, 23, 24, 25, 26, 27, 29, 33, 34, 35, 37, 38, 39
<i>MODERN FURNITURE</i>	Pages 43-45	Pages 43-45	Pages 46-48	Pages 49-56	Pages 66, 67 Also Pages 43, 52, 53, 54, 55, 56	Pages 43, 46, 48, 53
<i>EARLY AMERICAN FURNITURE</i>	Pages 60-61	Pages 60-61	Pages 57-59	Pages 62-65	Pages 66, 67 Also Pages 60, 61, 62, 63, 64	Pages 57, 63, 65
★ FABRIC COLOR PAGES—Pages 41-42 ★ ACCESSORIES—Page 68 ★ PRICES, TERMS, RATES—See Price List			★ "HOW TO ORDER"—Page 70 ★ WARDS TIME PAYMENT PLAN—Page 70 ★ FREIGHT INFORMATION—Page 70			





## How to Order....

**Give Complete Information.** Select the items wanted, then fill out the order blank enclosed giving the following information: State the name, article number, quantity desired, and price of each item. For prices and Shipping Information on all available articles, refer to the current Price List enclosed with this book. Where there is a choice of fabric, color and pattern or choice of finish, etc. be sure to specify which and include any other information we need to fill your order without delay.

**Mail Your Order.** Enclose a money order, bank draft, or check. If you are on a rural route, your mail carrier will buy a money order for you.

**See below under "Deliveries"** for explanation concerning handling of transportation. Actual Freight Rates and Express Rate Tables are in back of the current Price List enclosed with this book.

**Where to Send Your Order.** If you live near one of Wards Retail Stores or a Ward Catalog Order Office, you may find it more convenient to order your Hallmark Quality furniture from one of these places. Otherwise, send your Hallmark order to Montgomery Ward at Chicago, Baltimore, Albany, St. Paul, Kansas City, Ft. Worth, Denver, Portland, or Oakland—whichever is the nearest point to you.

## Time Payments

**Wards Time Payment Plan** is an added convenience for Wards Hallmark Quality customers—a credit convenience that means you can have fine Hallmark Quality furnishings in your home now and enjoy them as you pay for them. Hallmark Quality furniture is a lasting investment to you—Wards Credit Plan is the most convenient way to pay for this investment in your home... a small amount down and the balance monthly. If you have an account with Wards, you may be able to add your purchases to it.

**This economical credit plan** is available to any person of responsibility and good standing who has a steady income. Credit permits you to buy the furniture you want most and to select better quality than you might choose if you paid cash.

**Include Anything Wards Sells.** Make up an order of the things you need from this catalog—Furniture, Lamps, Mirrors, Pictures and Room Accessories. Include Rugs, Draperies, etc. that you need from the selections in our big General Catalog. Your total purchase must amount to \$10 or

more if using Wards Time Payment Plan; \$5 or more when you have been advised that you can add to your existing account.

**Convenient Monthly Payments.** Send us your order with only the small down payment as shown in the Table which you will find in the current Price List. Include in this initial Down Payment 10% of any Sales Tax on the Furniture portion of your order. Pay the Balance Monthly, beginning 30 days after you receive your goods.

**No Hidden Charges.** You know exactly what you pay for credit at Wards (10% of the balance remaining after the down payment has been deducted). Even with this credit charge added, you pay much less than if you bought this fine furniture elsewhere for cash.

**Order Now.** Write your order on the order blank enclosed (see "How To Order" above for complete information); fill in and sign the form on the back. Monthly payments may be made by mail or at any of Wards Mail Order Houses, Order Offices, or Retail Stores.

## Deliveries

**All furniture in this catalog** is shipped to you directly from the factory or nearby warehouse, thus giving you the benefit of lower prices than if you bought in the regular way. You can choose whichever serves you better... fast, through-train freight shipment, or convenient "Over the Hi-way" truck line from nearby points. Truck rates on furniture are usually higher than rail rates. Do not send money for transportation charges if there is an agent at your local station. You pay him when the goods arrive. If there is no agent, include enough extra with your remittance to prepay the freight. We will refund every cent not actually needed for transportation charges.

**Home Delivery to Cities and Towns.** Rail and Truck shipments usually will be delivered to addresses within the corporate limits of cities where the railroad has a local freight agent or the trucking company has a freight terminal or local cartage service. (Deliveries made only to sidewalk or first floor.) If you wish added service, consult your freight agent for information and specify Home Delivery on your order. For savings, build your order to 100 pounds or more; most railroads and truck lines make the same charge for carrying less than 100 lbs., as for a full 100 lbs.

**In Estimating Freight Costs,** charges for freight are classified into two groups. Group 1 applies to all furniture that is shipped set-up, such as Chests, Dressers, Vanities, Buffets, Chairs, China Cabinets, Davenports, Desks and Occasional Tables. Group 2 applies to all furniture that is shipped unassembled, such as Beds and Dining Room Tables and freight Rates are about 15 per cent lower than on Group 1. The table in the current Price List enclosed with this book shows the Group 1 freight rate per 100 lbs. from each factory to 30 principal cities. Included in the Price List in the back of the book you will find the shipping point of each item. Use the table to find the rate for 100 lbs. to the city nearest your home. For example if you order 300 pounds of furniture taking the Group 1 rate, the freight charge would be 3 times the 100 lbs. rate. Note that the rates shown are only estimated. If you wish actual charges ask your freight agent, or write to us.

**Concerning Express Rates,** if you have an agent at your station, do not send money for express; pay charges on delivery. It's easy to quickly estimate them. See current Price List for specific example of estimating express rates to your home.









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